

The Ultimate INFORMATION ENTREPRENEUR

How To Make Enormous Amounts Of Money
By Packaging And Marketing Information

Dan S Kennedy



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INTRODUCTION

In 1973, a small publishing company paid me a flat fee of \$250.00 to write a little employee motivation booklet for them. At the time, I felt darned good about getting that kind of money for so little work. During the next handful of years, that company sold millions of copies of that booklet to thousands of major corporations. And, they're still selling it today. At a royalty of just 1¢ each...

That lesson got me very, very interested in the information products business.

Also in 1973 or 1974, a funny company in Bath, Ohio named 'Halberts' gave me my first paid copywriting assignment: \$500.00 to write a sales letter for some kind of crystal glasses with the customer's family crest on them. I said to myself, 'This is the easiest way to make money without a gun I've ever seen', and I became committed to the idea of writing copy for a living.

I don't know what may have sparked you to order this book, but I can tell you this: if leveraging your knowledge, thinking, experience, energy, efforts and resources into the most money possible is important to you, you've made a very wise purchase here. In this book, you get everything I've learned, beginning in 1973 and 1974 right up through 1990. It represents millions of dollars worth of information, whether you determine that value by the costs incurred in assembling it or the sales generated by it.

If you're a "pro" already, some of this is going to be known to you. Some of it may remind you of stuff you know but aren't using. And you will find some "gems" you weren't aware of. If you're a novice, well get ready for a magic show.

Not long ago, a businessman said, "I'd pay a few thousand bucks just to go through your file cabinets." That pretty much describes what I've done here. Dumped my file cabinets out on the floor, organized everything into piles, photocopied it all, and handed it to you. And it did kind of grow like topsy. I started out to do a fifty page book. Then a hundred pages. And, well, you see what you've got. Make a helluva door stop on a breezy day. But I didn't "bulk it" just for the sake of bulk - I just couldn't find anything to cut without depriving you of useful information.

By the way, it's not "pretty." I hope you're above that. I'm sure there are typographical errors, although we found and fixed a bunch of 'em. I'm even surer that there are lots of grammatical errors. One very successful, older entrepreneur said to me: "I'm no longer interested in being impressed. Now I want to be informed." That's all I've concerned myself with.

In the TV-infommercial THE MENTAL BANK BREAKTHROUGH, I have the Show opening with Florence Henderson and "a banker" opening a huge bank vault door - making the point that even the most sophisticated, expensive vault made is easy to open when you have the combination. In this book, I've given you every combination I know to open the vaults at the Information Products Business Bank. Then, take what you wish.

Dan S. Kennedy
The Author

NEXT 4 PAGES

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If you are not now a Kennedy Inner Circle Member and not now receiving his monthly newsletter, return this certificate to receive - *FREE* - a complete Information Packet about Membership, along with a \$50.00 discount offer.

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YOUR KNOWLEDGE-BUILDING RECORD

Use these forms to list and date each item of new information and knowledge, each valuable idea, acquired in our discussions and work together; and from the books and other materials we recommend.

1. Date: _____

2. Date: _____

3. Date: _____

4. Date: _____

5. Date: _____

6. Date: _____

7. Date: _____

What do you feel the above ideas and information can save and/or make you in the next 12 months: how much is this information worth to you? \$ _____

Your Name: _____

Section One

**INTRODUCTION TO THE
INFORMATION PRODUCTS
BUSINESS**

WHAT KINDS OF INFORMATION PRODUCTS TO CREATE AND/OR MARKET, HOW TO DEVELOP THEM AND/OR WHERE TO GET THEM

My friend Gary Halbert's definition of "the perfect product" is one that can be sold for 10 to 20 times what you pay for it and still represent excellent value for the buyer.

There's almost nothing that fits that definition but an information product.

In this report, you'll find my "master list" of the 39 best kinds of information products. You might start with one. You might develop a product line that includes all of them.

It's important to know that you do NOT need literary talent to develop your own information products. Fortunately for me - a guy known to conjugate a noun, wildly dangle my principles, and live retired English teachers untold jollies -- the buyer of an information product is not interested in 'style', he is, correctly, interested in practical value. You can create successful information products.

It's also worth mentioning that most kinds of information products can be put together without investing a fortune. Many 'paper-and-ink' products can be produced on an ordinary office photocopy machine or, in small quantities, at the local storefront print and copy shop. I know quite a few people in this business, each earning hundreds of thousands of dollars a year, who make up most of their products as they need them to fill orders.

This section of this book will "jump start" your thinking about what you know that can be converted into information products and what kinds of products might best serve your knowledge and markets. My colleagues in the speaking business should really think about

every point raised in this section. Most speakers are vastly under using their potential to convert their speech material into a myriad of information products.

A classic case history, a speaker-client of mine, J.H., had one product when I met him: 6 audio cassettes of his seminar with typed labels on them and a rubber band wrapped around them, which he sold few sets of at \$20 each. A year later, he had over 50 different products, including 16 of 39 kinds of products listed on the next page...and his total revenue from product exceeded \$300,000.00. The next year, that income doubled. All of this was still based on the same 6 hour seminar that had been the basis for his first and only product. The same information has different values to different people when put out in different formats, and that is a very, very important lesson.

39 BEST KINDS OF INFORMATION PRODUCTS

Paper & Ink

1. Reports - 1 to 8 Pages. addressing specialized topics
2. Tip Sheets - 1 Page, very specialized, very "how-to" no 'fluff'
3. Manual - usually published in loose-leaf notebook or spiral bound format
4. Books
5. Boxed set of Books
6. Home Study Course - may include printed product with other types, i.e. audio, video

7. Tests and Quizzes - self -scoreable or computer scoreable
8. Seminar or Speech Transcripts
9. Newsletter
10. "Back Issues"
11. Other Continuity Product, such as "Book A Month"
12. Sets of Cards (Reminder Cards; Recipe Cards)
13. Form (e.g.; 'Time Management System')
14. Posters
15. Multi-Author Publications (several authors contribute to one product, all sell it)

Audio & Video

16. Audio Tapes—Live-Recorded speeches, seminars, consultations
17. Audio Tapes—'How-To' instructions, usually studio-recorded.
18. Audio Tapes—Interviews, conversations, roundtable discussions
19. Audio Tapes—Collections of radio broadcasts.
20. Audio Tapes - Interactive, with a workbook
21. Audio Tapes - Subliminal, self-hypnosis, etc.
22. Video Tapes - Live-Recorded speeches, seminars, consultations
23. Video Tapes - 'How-To' instructions
24. Video Tapes - Interviews, conversations, roundtable discussions
25. Video Tapes - Collections of TV Shows. TV appearances
26. Video Tapes - Interactive. with a workbook
27. Video Tapes – Subliminal, self-hypnosis, etc.

Miscellaneous

28. Trainer Kits - multi-media, for use in conducting classes, workshops, etc.
29. Memberships
30. Devices - example: Stress Card
31. Plaques
32. Computer Software
33. 900-Numbers
34. "Packages" - of a variety of related information products, offered at a special price
35. Continuity-programs involving multiple information products, multiple media
36. Services - tied to memberships or purchases or used as premiums
37. Customized - to different markets. Different clients/users
38. Private-Labeled - for other marketers, users
39. Licensed - for re-publication

BUSINESS, ENTREPRENEURSHIP, AND SELF-IMPROVEMENT INFORMATION PRODUCTS

The fastest growing section of the bookstore in recent years has been "self-help psychology", followed closely by "business." President Reagan proclaimed the last decade one of entrepreneurship, and that shows no sign of stopping.

This is the field I've chosen to focus most of my energies on, and I know that many of the people reading and using this book will be similarly inclined. I will tell you that there are other types of information that produces riches easier, faster and more predictably; in some ways, self-improvement is a 'tough sell.' However, there is tremendous opportunity in this field to make money while delivering real value - and that is not necessarily true of all aspects of the information product business.

Some of the most consistently successful topic areas include:

- Investing in real estate
- Starting in business
- Investigating franchise and business opportunities
- Self-esteem and self-confidence
- Goal-setting
- Time management and personal organization
- Sales skills
- Communication skills. public speaking
- Relationships
- Tax reduction. tax strategy
- Special personal development "philosophies"
- A hugely successful individual's own "plan" for success

CONSUMER-ORIENTED INFORMATION PRODUCTS

Look at the Classified Ads in magazines ranging from POPULAR MECHANICS to 'LOS ANGELES' and you'll see a huge variety of advertised booklets, books, plans and kits of do-it-yourself information, from how to build a patio to how to make love to a woman. "HOW TO" are the 'magic' words! Hobbyists, do-it-yourself builders, the artsy-craftsy folks—all prime markets for do-it-yourself how-to information.

Health And Fitness is a huge area of opportunity for information product marketers, especially the topic of "weight loss"... Ironically, recipes and cookbooks represent one of the most stable, long-term topic areas that works for all sorts of information product marketers. One of the "legends" in the information products business had his first big success with a booklet titled: 101 Ways To Cook Hamburger.

In the "tabloids" one of the hottest topic areas that produces huge profits for all sorts of information product marketers is astrology, psychic or mystic information, good luck information, and winning 'system' for lotteries and sweepstakes.

BUSINESS OPPORTUNITIES AS INFORMATION PRODUCTS

There are many business opportunities that are little more than information products. The business start-up manuals sold by ENTREPRENEUR MAGAZINE are one of the best examples of this genre. They publish dozens of Start-Up Manuals, each for a different, very specific business; muffin shops, carpet cleaning, balloon vending, etc. Then they also offer a "generic" Manual that covers basics common to all businesses, as well as a 'Cadillac' upgrade of that Manual - the 'Be Your Own Boss Kit' co-authored by Fran Tarkenton, Tony Robbins, and myself.

The entire Entrepreneur business was started by Chase Revel, with little 1" display ads headlined: HOW MUCH DOES JOE MAKE? Chase wrote a book about the mail-order business that is well worth studying and it includes the details of how he started and built this business. I had an opportunity to spend some time with Chase at one of the Gary Halbert Conferences and I can tell you that he is one very sharp cookie when it comes to understanding, the huge, seemingly insatiable opportunity seeker market.

There are a large number of information product marketers who specialize in reaching out to this market, and I've reprinted some of their advertisements in this section. You can also find current copies of most of the magazines exclusively serving this market on the newsstand or at your public library. They include:

OPPORTUNITY INCOME OPPORTUNITIES

SPARE TIME
MONEYMAKING OPPORTUNITIES
SUCCESS OPPORTUNITIES
ENTREPRENEUR
NEW BUSINESS OPPORTUNITIES
SMALL BUSINESS OPPORTUNITIES

One of the best features of this market is its stability. Many of the advertisers represented on the following pages have been running the same or very similar ads for the same offer for 5, 10, 20, or even 30 years and the market supports them. Once you develop an offer that works here, you live on it for many years.

One of the best examples of this long-term durability is an information products entrepreneur by the name of George Haylings. If Chase Revel wasn't inspired by Haylings' example, he certainly could have been long before Chase stunned the business that would become 'Entrepreneur', George Haylings was running his little ads and selling booklets and reports like "1, 092 Odd Enterprises". If you are serious about making money from the opportunity seeker market, you've got to study George Haylings. Fortunately, he's made that easy by putting a big collection of his successful ads and promotions, his reflections on his long career, and his business 'secrets' all in one book called "A Lifetime Of Homework." This is a very valuable book and I urge you to get it I've reprinted a few pages in this Section, to give you a better idea of the brilliance of this man's work. But his book is 'must' reading.

You should also send away for everybody's 'stuff', advertised in these magazines and offered to this market. You'll be amazed how much out-and-out junk is out there, but you will also discover some very reputable, successful authors/self-publishers who deliver value and who are very shrewd marketers. These are people whose methods you want to carefully study. Once you have responded to a few of these offers, -you'll be on a lot of mailing lists and get a lot of

opportunity offers via direct mail—each one an opportunity for you to learn something.

There are two "schools of thought" about selling to this market. One is to sell "blind"; never reveal exactly what your opportunity is in your advertisement. In fact, you'll find many ads devote considerable space to telling you what the opportunity isn't but still never say what it is. There are many very successful marketers who believe this is the only way to go and strictly adhere to it.

The other approach is to reveal what the opportunity is. I believe this can work if the opportunity is very easy to understand, looks very easy to make money with, and has very broad appeal. The Mellinger organization has prospered for decades by clearly revealing that theirs is an opportunity involving mail-order and import/export -then they sell Courses, a membership, and other merchandise and services. They could use the "blind" approach but choose not to.

One way to determine which is the best approach for our particular opportunity is to test both approaches. If you test via advertising, it may cost you a few thousand dollars to eliminate the theory and guesswork forever.

There are also a few marketers who use both approaches, even running both style ads in the same periodicals at the same time, selling one information product. This too can be tested.

At the time I am writing this, the R-word: recession is in the daily headlines. Some economists say we're in one, others say that's when: we're headed. That is good news for those of us who can address the opportunity seeker market because it expands in size and improves in responsiveness the worse the economy gets or is believed to get. You may want to make a point of building a recession-

related theme into your advertising during such times.

You should also know that the opportunity seeker market is, in terms of demographics, a very broad one. All ages, all occupations, all educations, everybody from the dredges of society to executives and business owners. One good way to quickly get a handle on the type of people who are responding to your ads, mailings, etc., is to be sure that you personally handle the mail, examine the envelopes, read the notes and letters don't delegate that job away.

Now, here's something very interesting and surprising: people who are very responsive to opportunity information offers are not necessarily responsive to self-improvement, motivation or sales education offers, and vice versa. Sometimes you can find offers from both categories that will work with the same list, but never assume this is so until

you've tested as cautiously and cheaply as possible. Just as an example, we tested my client, U.S. Gold's opportunity seeker names last year for Empire Communications Corporation products and did next to nothing. You might think that would work, but it didn't.

There is also a big difference between inquiries and buyers in this market - it may be more significant here than any other category of mailing lists I can think of. There are huge numbers of "opportunity junkies" who send away for every free offer but never spend a dime never do anything. There are people who do this for years, even decades. You must be very cautious about using any kind of opportunity seeker list that includes or is made up of inquiries. It so happens that U.S. Gold's inquiry list performs very, very well for other opportunity marketers but that is not the norm in this field.



... If I had someone like you, Cheryl Ann, I'd get into the rug and upholstery steam cleaning business like it says on this matchbook cover and really be somebody!"

Christmas tree ornaments ... but it was the printed pieces that made him the real money. Karbo, of course, is famous for his full page ads that featured the headline "The Lazy Man's Way To Riches." Some experts believe this ad was the best ad ever used in mail-order. You'll see it today with a new headline, "California Millionaire Wants to, etc., etc."

The First Page Ad to Ask for Money

Karbo ran his famous full page ad before his book was even started. In other words he was testing the ad just to see whether it would pull or not. To his surprise he was buried in orders. Then he had to hurry up and write the book. This is one way to start a publishing business without capital. But you have to be careful. The Federal Trade Commission doesn't allow you to hold up the filling of orders nowadays. You have to acknowledge and report any delay in filling the order. Probably the best way is to run the ad and then return the orders or get the customers to agree in writing that they will wait until you get the material printed.

Karbo's book was not the kind of material I would offer and sell. It talked about "dyna/psych", a form of philosophy that tells you, you can do anything if you try. When he got down to basics he told the reader to find a need and then develop a product to fill the need ... and finally to sell it by mail-order, using full page ads. Essentially what he was doing. For some strange reason the book orders poured in. Probably because the ad was one of the best ever written. The refund guarantee was that Karbo would keep the check or money order uncashed for 30 days. Then if the customer was not happy he could return the book and receive back his original uncashed remittance.

It was a new kind of refund and it caught on. I have been told that his refunds were around 10%. If true, this could indicate that he might not have been satisfying the readers. Anything over 4% is a real problem. This is only a rumor but his odd refund offer might have encouraged a lot of people to ask for a refund.

Many people do not return an item for a refund. They intend to but never get around to it. They forget... or it *is* too much trouble to package the item for return mailing. Or the return postage is sizable and this, too, can make the sender put off the mailing. So, you can always figure that the REAL unsatisfied group could be TWICE your actual refunds. If you are getting a high 10% in returns you can bet that at least 20% are not satisfied! Some of the big operators still seem to sell an offer that doesn't really satisfy ... and get away with it and still make a million bucks. Even though the refunds are expensive, the volume makes them that million dollars, eventually. But the investment involved to make that million can be immense.

Better stick to classified inquiry-producing ads for your first few years. When you get some money saved up then test full page (money up front) ads. And by the time you read this you will have to start considering placing these "money-up-front" ads on TV and Cable TV. We have a local mail-order operator who started recently with a caffeine pill offer. Women take the pills to lose weight ... they hope, and pay this outfit \$25 for the stuff. Ads run on the TV, the women place their orders over a toll free telephone number, using the credit card numbers or having the stuff sent C.O.D. No literature is mailed out. No ads. Just the TV commercials. In a few months these fellows have taken in thousands of orders have been told as much as 100, 000... at \$25 a piece! And all from a few Cable TV commercials. Orders go to the 800 telephone system based in Omaha. The mailing run there sends out the bundle of telephone orders daily ... via Express airmail to Carlsbad and here the orders are processed and filled by a mailing company. Fulfillment is what it is called. You pay a mailing firm to package your product, to label it, address it, fill out the C.O.D. tags, affix postage,

bag it and take it to the post office. You pay the mailing fulfillment company so much per order and they take care of the order-filling worries. This is the way the mail-order business of the future will be operated. Soon opportunity seeker plans, manuals, booklets, books, newsletters will be using this system. Think about it. Cable TV is becoming bigger and bigger and will carry more and more ads.

My Ads Have Run Non-Stop For Forty-Five Years!

My ads have been running just about 45 years. Consider how many inquiries they have produced during this long span of time. Probably a million and a half (1, 500, 000). Too bad I couldn't convert all of them into orders. But that is not the way the law of average works. If you can close anywhere from 1 ½ % to 10% you will probably be happy, depending, of course, on the type of mailing that is bringing in the 1 ½ % or 10%. On the lower end ... mailing to cold competitor buyer lists will produce 1 ½ % to 2% closures. Mailing to your own generated inquiries or customer list will bring in the higher 5% to 10% closures. And the price will affect the percentage. Also the number of pages in your advertising literature. You may be able to close 10-20% into orders if you are only asking \$10. While if you ask \$20-\$50 the percentage of closures may go down to 5%-9%.

When you go into the business of selling valuable information, precious business opportunity secrets, you should expect to get a very high mark-up, a truly high price reflecting the value. Remember, such information has value which is strictly in the eyes of the beholder. That is not quite right. It is also in the eyes of the seller. He knows how valuable the information is and what it can do for the buyer.

Valuable information can literally change the life of the "beholder." Billions of dollars are spent each decade for business opportunity information. Sad to say, most of the stuff being offered is of little value. It will not be hard for you to have success, lasting success, in this field. AD you have to do is to self valuable, proven data. That's all. You win not have too much competition and because of this you will be EXCEPTIONAL, as I have been. You will have a loyal gang of customers with you for years ... as I have had! And of course, it is taken for granted that you win have a good money back guarantee and you will fill orders promptly.

Some opportunity publishers have used the radio, a few, TV Occasionally you can find radio station that will go into a "joint venture" with you on your offer. This means that they will run a 60 or 120 second commercial for you, even longer. In return they will take 50% commission on the orders received. That is high, but with a high mark-up it can be acceptable. There are a lot of small radio stations in the country. Prepare a good form letter and send it out to a thousand of them. If your letter is good, if your product is interesting and looks like it will sell, you may get some stations who will work with you.

Writing Your Brochure

In your descriptive literature, the tantalizing hints at what you are offering will do most of the work bringing the orders. However, the rest of your literature should contain key headlines, subheadings, key paragraphs, key lines that will tell most of the story. Say ... the reader will be skimming and not reading everything those key headings and lines should stand out, get his attention and should tell the story without further reading. Of course many readers will read everything but there are a lot of people that haven't the time. You have to catch them on the run. Some people only need the main points covered briefly ... and they will order. So, make those sections tell a lot and make them capable of catching the skimmer's attention.

Do a good job on your descriptive literature and do a good job on your treatises and books. Once it is all written the biggest pan of your work is done. In the months and years following it will

be the printer, the binder, the mailing list broker, the magazine ads, the mailing service, the post office ... that will be doing most of the work.

If rising advertising costs and postal rates make your inquiry cost higher than you like, try a premium offer in your ad Here you offer a "leader," some little inexpensive piece of printed matter ... say for 25¢ or 50¢. When you send them this item you also send them your advertising that is selling your

..... to THIS =



LEISURELY
BREAKFASTS—NO
NERVOUS TENSION
OR "LAST MINUTE" RUSH

You'll be a better man for being independent—a happier man! And a fellow who is HAPPY is a fellow who attracts friends. That feeling of being the sole proprietor of one's own decisions, thoughts and actions is a grand one. Ask any man who is his own boss!

The man who is prepared, who has started a small business in his spare time, is READY for that strike or layoff. He has something to fall back on, and eventually, full time operation is possible if the business tests out well on a small scale! Regardless of business conditions, I believe the little business owner is ALWAYS better off than the clock puncher!

Competent authority assures us that this great country is going full speed ahead, and many thousands of small businesses will spring up. This is your opportunity! Reading about the experiences of OTHERS may suggest profitable plans that are based on your own natural ability. It is the safest way to make the START.

I once read that is easy to get ahead because there is so little real competition. Most folks don't try very hard—don't take advantage of all their qualities and hidden abilities. That is one of the reasons why I discovered so many examples of this very fact, found hundreds of actual business adventures—each one conceived by a little fellow who decided to

make his enterprise different—a little bit better—and a little more appealing to the public! This was usually accomplished by some curious, yet simple "twist". Sometimes the whole proposition was brand new—from start to finish—completely NOVEL and MOST UNSUAL!

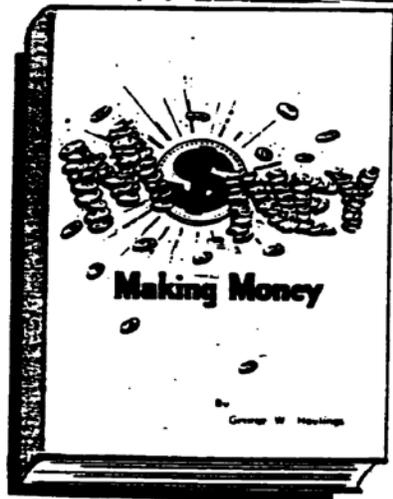
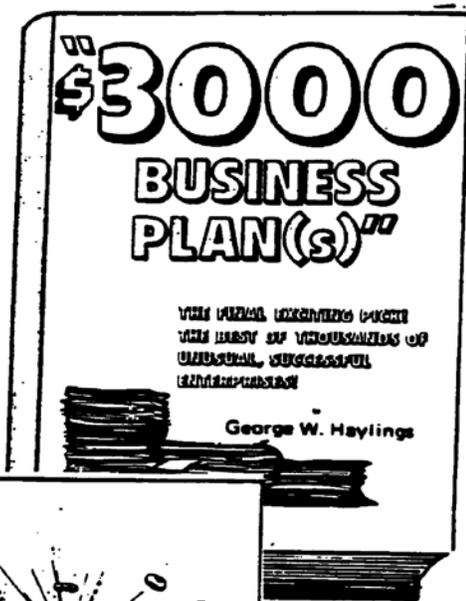
**A BUSINESS OF YOUR OWN
BRIGHT, CHEERY
ATMOSPHERE OF THE HOME!**



**OR PERHAPS INSTEAD, ONE
OF THE FOLLOWING:**

- 1) A CONVENIENT
BACKYARD HOP OR
OFFICE**
- 2) OR THE PRIDEFUL
OWNERSHIP OF A
STORE**
- 3) A HEALTHFUL
OUTDOOR ENTERPRISE**
- 4) OR THE DIGNITY AND
RESPECT OF A CITY
OFFICE**
- 5) A CLEANCUT SHOP IN A
PLEASANT TOWN.**
- 6) OR A ROADSIDE OR
RESORT BUSINESS!**

Remember, you have to WANT success—the feeling of independence that goes with a business of your own and those "extra" profits we've been talking about—MUCH MORE THAN ANYTHING ELSE before you can knock yourself out of that "wishing" rut! Do you want to receive ENCOURAGEMENT—INSPIRATION? Better yet, do you really want to make some sort of START—right away? Read on then, and after you have finished, please refer to the enclosed order blank. Then ACT quickly!



Some of the folios and Books published from 1970 on.



When your business has been around for awhile, you can get away with this *brief* address.

The price of a postage stamp and envelope will bring a free book listing 2,042 unique and unusual kinds of enterprises that can be used to make money without first acquiring expensive training, special skills or "pull." These case histories tell how others succeeded. So why not beat inflation by making more money at home? This free book can lead the way. Haylings, Inc., Dept. F. P.O. Box 849, Carlsbad, CA 92008.

Typical "free plug" given my deal . . . by magazines.

↓

PLACE
FIRST
CLASS
STAMP
HERE

FIRST CLASS

GEORGE W. HAYLINGS
CARLSBAD, CALIFORNIA 92008

EASIER WAYS TO EASIER DOLLARS

Making a Living in a More Fashionable

EXCLUSIVE REPORT ON LATEST MONEY MAKING VENTURES

**A COLLECTION THAT PRODUCED
HANDSOME PROFITS**

MORE MONEY

*Confidential Ways to EARN
EXTRA MONEY
LARGE PROFITS*

LITTLE KNOWN WAYS TO LIFETIME PROFITS

SUCCESS

EVERY DAY CAN MAKE
DOLLARS FOR YOU....

PLANS

HIDDEN DOLLARS

Reprinted from: A LIFE-TIME UP-TURN

Into Their Own Business!

The following pages present instructive ad examples.

and women who are tired of punching time clocks and want more out of a job.

The Prosperous 20's

Back in the early 20's, when OPPORTUNITY was launched the nation was on a roll with prosperity from coast to coast. People were buying and spending as never before. Direct selling companies had a field day, offering everything from newly invented electric vacuum cleaners to pedal powered sewing machines. Phonographs, box cameras, multipurpose can openers and a wide variety of automotive accessories were the rage. Companies also were looking for people to sell rug beaters, brooms, brushes, liniment, work shoes and all kinds of kitchen gadgets.

The Depression Years

When the depression came in the 30's, OPPORTUNITY proved to be a Godsend for many who quickly found ways to sell and make money when they lost their jobs. Instead of selling apples on street corners, they took orders for useful products and were able to support their families with dignity.

Advertisements in OPPORTUNITY mirrored the history of those times. Some offered adhesive patches for the soles of shoes that were worn out. There were heels that could be used as replacements. Tree nurseries urged readers to sell fruit bearing shrubs that could provide food. Other ads showed how to turn backyards and vacant land into vegetable gardens. Hatcheries went into business with plans to raise

chickens. And there were plans for building and selling furniture. Everything possible was done to encourage cottage industries which might be useful in providing incomes for the unemployed.

Direct selling companies played an important role in helping literally countless families survive throughout the 30's. It was during this era that advertising and marketing skills were refined and sharpened. Veteran direct sellers remember the companies which built substantial lines of advertising specialties, calendars, advertising book matches and printing. As conditions

improved, merchants all over the country' used these new tools to promote business. Many direct salespeople called themselves advertising consultants and, in the process, became genuine professionals in the advertising field.

There were- all kinds of imaginative "business of your own" plans. With the proper equipment, it was possible to go into business anywhere by simply setting up popcorn machines, doughnut cookers or hot dog stands.



One of the ads you'll notice is headlined: EARN \$4,000 PER MONTH FROM YOUR HOME WITH A COMPUTER! I know the fellow behind this ad personally, and have even done a little consulting work for him, and I can tell you that this ingenious offer has made him a millionaire in just a few short years. He saw the "trend" of people getting 'personal computers' and being interested in having computers at home and matched that with moneymaking opportunities. He invented, tested and proved several different small businesses and moneymaking activities that could be done in spare time, from home, using a personal computer: paid to have his own software programs developed: arranged to get computers at wholesale: wrote a how-to manual to tell people how to use his moneymaking plans --- then packaged the whole thing together and sells it for about \$4,000.00 as a "home business." He advertises in most of the opportunity magazines, OSA-TODAY, and many other places, and sells hundreds of his "packages" every month. Since he started, several other entrepreneurs have gone into business just selling similar moneymaking plans and leaving the people on their 'own to buy computers and software and these postal marketers are doing well also! (And there's still room for more, in my opinion: All of these people are selling plans to novices. Somebody who was very sophisticated in their knowledge of computers could modify the plans and add new ones and advertise in computer hobbyist magazines, just as an example.)

On the bottom half of that same page, you'll see an ad from Paradise Clubs. Even though this advertiser is based right here in Scottsdale, Arizona, I've never met him and know nothing about his business -- and, frankly, I think his ad is "odd." Still, I must tell you he has been running various versions of this same ad off and on in opportunity publications for years, so there must be a profitable business behind this.

The next page is a full-page, copy heavy, classic get rich ad, this one from John Chriswell. This ad and slightly different versions of, it run frequently and consistently in many opportunity magazines and in some other magazines.

John Chriswall (or the person(s) behind that name - it may be a registered and legal fictitious business name) is a long-time player in this business. His ads are -knock-offs- of a famous book ad created by -Joe Karbo to sell his book called THE LAZY MAN'S WAY TO RICHES. Joe's success with his ad is legendary in our business, and has inspired many imitations over the years, including Chriswall's ads, Mark Haroldsens' ads, and even a couple of my own.

On the next page, take a look at Kidco Products' ad: BIG BUCKS IN TEDDY BEARS. This company makes and imports stuffed toys and sells to vendors that work the fairs as well as some stores. Some years ago, they determined they could greatly increase their business by reaching out to the opportunity seeker, teaching him how to *go* to swap meets and fairs and sell stuffed animals, and then, of course, supplying their toys. This ad runs just about every month in these magazines.

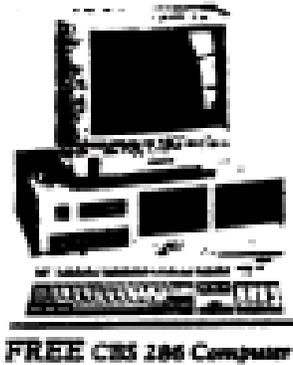
Right below it is an ad for the MIRACLE POLISHING CLOTH. That ad has been running in these magazines longer than I've been alive!

These companies are all profiting from the ever-changing, vast group of people known as opportunity seekers.

Now, take a look at the Classified Section reprinted here, from OPPORTUNITY MAGAZINE. If you will take this with you to the public library and get one year or even two year old issues of OPPORTUNITY and " similar magazines like INCOME OPPORTUNITIES and ENTREPRENEUR, and take the time to carefully check these ads against those one and two year old classified sections, you will find a great many that are the same --- these advertisers continually run these ads month after month, year after year. You won't find the same high level of consistency in any category other than moneymaking opportunities.

I know people in this field making from \$100,000.00 to over one Million Dollars a year selling moneymaking opportunities via classified and small display ads in these publications. If you can come up with a good new one or a new -twist- on an old one, there's no reason you can't experience this kind of success too.

Earn \$4,000 Per Month From Your Home With A Computer!



FREE CIBS 286 Computer

Start part-time with potential earning of \$10,000 or more per month. This is a proven turn key business an individual or couple can run. If you purchase our software and business program, we will give you the computer and printer. If you already own a computer, you may receive a discount. You do not need to own, or know how to run, a computer—we will provide free, home office training. Complete financing available.

Find out how other couples, and individuals like you are getting rich!

To receive a free cassette and color literature, call toll-free: **1-800-343-8014, ext. 46**

(in Indiana: 317-758-445) Or Write:

COMPUTER BUSINESS SERVICES, INC., CBC PLAZA, SUITE 46, SHERIDAN, IN 46069

CREDIT REPAIR
Only \$29.95
Why Pay More?

New 256-page Course and Two 1-hour
Continental Loans to Erase Bad Credit info
from your Credit Bureau Reports. Earn
big money as a Credit Repair Counselor
(see service your clients). Telephone
Consultation included. Only \$29.95 plus
\$5 S & H total \$34.95. Why pay more?
For Credit Card Orders (718) 768-6888
or mail ck or m/c to: #774-10

Financial Planning Dept. 80-101
210 Fifth Ave. • New York, NY 10010

JEWELRY MAKE BIG PROFITS!

YOUR GOLDEN OPPORTUNITY
for money making. We'll show
you how in exclusive fashion jew-
elry. Available direct from manu-
facturer. Sold at factory direct
low prices. The finest quality
available. Supported by superior service.
Backed by our no-risk guarantee. In stock
for immediate shipment (wholesale only).
Don't delay—send today for FREE color cat-
alog featuring loads of hot selling items, low
price list, and super specials. Send now to:

BECKHORN SALES, INC.
Department 338 888
42 Power St., Parsippany, NJ 07054-3481
Telephone 401-722-7118
serving satisfied customers for over 20 years

GIANT CATALOG FREE

LOWEST COST FULL-COLOR PRINTING

8-1/2x11 PRODUCT SHEETS
1,000 for \$288
Includes color separation
FULL COLOR CATALOGS
4 pg 2500 \$1295
6 pg 2500 \$1895
8 pg 2500 \$2495
Includes 1 sep per page
Call for other sizes, samples, price list.
Color Plus Printing of NY
80 Dear Ave., Dept. CP-4, Hauppauge, NY 11786
N.Y. (516) 773-3400 800-75-COLOR

**WANTED! Club Agents and
Tour Guides! Make BIG Money**
showing others how to live like a
King on \$300.00 per month in a
TROPICAL PARADISE.



***We Guarantee you a Beautiful
Young Wife regardless of your age!***

FREE Training VACATION
with Beautiful Girls in a Tropical
PARADISE can make you
RICH.
What was your last vacation
like?

1. Show others **TRUE PARADISES.** You will help them get married To Beautiful Young Girls!
2. You can show them how to build a house on a **PARADISE BEACH** for only \$5, 000!
3. Show them our secret **PARADISE ISLAND** where there is 50 Beautiful Girls to each Man!
4. Show them how they can have Beautiful, Young. Live in Maids for only \$20 per month!
5. Show them how to make Big Profits with Pearls, Rubies, Sapphires, Opals, and hundreds of money makers new to the USA.

6. Show them how to have a FREE VACATION on what they can save on Plastic Surgery, Dental work, Liposuction, et cetera
7. Show them crime free places where they can find Beautiful Women, Smiles, Affection, Kindness, and Respect.
8. Set them Free from those Boring, Dull Underpaid, Robot Type jobs.
9. You can give them Full Names, Address and Phone Numbers of others that will prove all is True.
10. Gentlemen suffering the disastrous emotions of Divorce Depression: We guarantee 48 hours with us and YOU will Laugh at that Negative Experience. You will have complete success. We won't let you fail as we are with you One-on-One. We have 12 hours of sensational video. Seeing is believing. Send for our fantastic information and cassettes. The \$5.00 postage and handling* will give you the key that will open the lock to set you Financially and Emotionally FREE. This is all GUARANTEED by PARADISE SHELTON TOURS.

PARADISE
POB. 5155-DEPT·F-69
McCormick Ranch
Scottsdale, AZ 85261·4093

Earn As Much As You Need.

My Name is John Chriswell and if someone had told me two years ago I would Pioneer a New Money-Making Program that can bring you an Income of up to \$4,000 dollars a week, I would have never believed them.

Earn Up To \$4,000 One Week
Then Take Three Weeks Off!

Make up to 12,000 A Week; Weekends Only!

Make up to \$3,000 A Week; evenings Only!

Start and Stop the program whenever you need money. When you need \$2, 000 put the program into operation. When you have made \$2, 000 stop the program. It's that simple.

Last year I engaged my "Money-Making Program" FOUR times over a six month period and took in:

\$25, 500 in 31 days

\$52, 040 in 63 days

\$106, 355 in 97 days

That's over \$180, 000.00 in six months time. Not bad for someone with no formal education or special training.

Ok, What is The Secret?

It is NOT a chain letter scheme!

Or any of that nonsense.

It has NOTHING to do with buying or selling Real Estate, there is NO Gambling or "Luck" involved.

I am speaking of a new career that can change your life. "I know it changed my." It's a new way to make a lot of money, that practically anyone can start from his or her own home working part time only if you like, and the best part is, you DON'T have to give up your present job to start it, but in two month's time I'll be you will want to.

Let me explain my Rags to Riches story.

I stumbled upon this New Money-Making Program by accident while doing research at the Library of Congress.

Several Millionaires residing in California and New York City had put together a Fantastic program for making money in Large amounts, quickly, but the hitch was you had to have Big bucks to start the program "that left me out."

I took the information I had found home with me and after months of work I developed a way to eliminate the large capital investment. A step the millionaires had over looked. I perfected my "Money0Making Program" into a profitable plan, one that could be engaged with a small investment and could start bringing in up to \$25, 000 a month for as long as you care to apply it.

Earn Up To \$25, 000 One Month Than Take Two Months Off.

It has Absolutely NOTHING to do with the Stock Market or any form of gambling.



It is a "Money-Making "program" that has a proven track record and it is very profitable.

I showed a man in New York City, how it works, he no applies the program five times a year, making over \$5, 000 dollars each time he engages it (\$25, 000 A year Part Time)

It is not a Pyramid Game!

I wouldn't insult your intelligence.

Remember, it is perfectly Legal!

No, it has nothing to do with working for someone else. It is Your Business and all the money you make is yours to keep. It is NOT a pyramid Scheme or any of those "envelope stuffing businesses" you read so much about. It is a legitimate business that can product up to \$25, 000 a month if you apply the program I've developed and most important, it does not require a college education or any specialized business knowledge to get started.

Start The Program Part-Time!

Let me assure you by saying:

This business is entirely yours!

It's easy to operate, it's uncomplicated! All the money you make is yours to keep and it can be easily started from your own home; part time if you like.

Easily Started From Your Own Home.

Let me explain how well it works.

I put my "money-making program" into operation four times last year and deposited \$180,000.00 in my checking account. (My Certified Public Accountant, in Vienna, Virginia has my financial statements in his office to prove it.) Last month, to prove to you again how well it works, I deposited \$1,900 in crisp \$100 dollar bills in my checking account. NOT over several weeks or days, but the whole One Thousand Nine Hundred Dollars in ONE day. (The President of my bank has my checking account records in his office to prove it.)

Testimonials

I would be more than happy to provide you with Hundreds of testimonials, if I had them.

But I don't

I would be lying to you if I told you I did.

Up to the point, only a handful of people in America have put my program into operation. Here is what a few friends and family members have to say about it.

\$4,000 in Two Weeks

"When you called me a few months ago and told me of your money making program I thought you were some kind of nut. I admit, I have known you for over ten years. But, when you asked me to send you \$30 for information about a new

program that would bring in over \$25,000 in the next 30 days, that was asking a little too much of our friendship. WOW! Am I glad I did. You were right! I didn't do as well as you, but as you know I have several kids under my feet every time I turn around. I made \$4,870 the first month and I could have easily doubled that if I had put in more time."

- P.S. Great Falls Virginia.

You Weren't Kidding

"When you told me about your program I thought it was just one of those Get Rich Quick Schemes. I was wrong! Please accept my apologies. It has changed my life. Today, I have money in the bank for a change and I have just finished remodeling my home to the tune of several thousand dollars which I would have never been able to do without your program."

MM, Sterling, Virginia

I'm Impressed!

"Let me level with you. I sent you my check for \$20 in desperation. I thought, "What can I lose," since you wouldn't cash my check for thirty days anyway. I was right. Your plan was delivered to me today and I am impressed. It is truly worth the twenty bucks and I can't wait to get started."

Mr. RCS, New York, NY

I Won't Sell It To Everyone!

I am not going to sit here and tell you that my confidential money making ideas are offered to anyone who sends in \$20.

They are not! I won't sell it to anyone residing outside the United States of America. I put too much time into developing this one to see that happen. In Fact while I am on the subject, I

would appreciate it if you keep it a Secret from your friends, neighbors and fellow office workers. It is just too valuable to pass around for me.

Here's What You Are Going To Receive!

The program is written in step by step format with over 135 pages. 28 pages are illustrations, pictures and exhibits to make it easy to read and easy to follow.

Order Today! Take a Free Look!

You've got nothing to lose and everything to gain. There is NO RISK on your part, because I won't cash you \$20 check for 30 days AFTER I have mailed the materials to you.

That's Guaranteed in Writing!

100% Money Back Guarantee!

If for any reason, at any time during the first year, you're not satisfied—just return the materials—and I'll promptly refund your \$20 100 % Guaranteed!

Don't Pay for It Now!

Postdate Your Check for 30 Days!

I invite you to place your order this way: POSTDATE OUR \$20 CHECK FOR 30 DAYS FROM NOW. That way no one can cash it for a full 30 days. That will give you plenty of time to receive the materials, look over the program and find out how it works. I can't cash your check or money order for thirty days AFTER I have sent you the Money Making Program. Use the information and put the easy step by step program into action, for that period, and if you are not satisfied just mail the materials back and I will return your same check UNCASHED.

ALL ORDRES ARE MAILED
OUT THE SAME DAY.

CLASSIFIED (212) 925-3180

Your Ad Here Gets Results

Greater profits can be yours when you place your classified ad in the new OPPORTUNITY/INCOME PLUS Magazines. You'll reach a special group of decision makers nationwide who buy in volume and need your products, services, ideas, and more. Classified advertising attracts buyers because all ads appear in designated categories. So, place a cost-effective ad today and get results immediately.

AD SPECIALTY SALES

WRITE ADVER-TEK, INC. BOX 678, LEDINGTON, KY 40566 or call (800) 253-7485.

ADVERTISING SPECIALTIES... A BOOM INDUSTRY! AND one that can make you \$20,000, \$30,000, even \$50,000-up from your own sales to business community, plus \$1,000-up monthly in ever-increasing Top commissions advanced weekly. No collections- no inventory- no deliveries- no business investment. A riskless opportunity. Full or part time. Toll free phone support. Beginners ask for free prospectus and 72-page competition-free catalog. Experienced heavyweights currently engaged in this business, send documentation of sales volume and ask for special accelerated upscale offer. Our Credentials: 96 years continuous operation O&B rated 3A1. For instant action phone Dick Kesser or Fred Abruzzi 1-800-942-9790 or write Kesser & Blair, Dept K-60, 953 Martin Pl. Cincinnati, OH 45202.

SELL IMPRINTED T-SHIRTS, JACKETS, CAPS, STRAIGHT commission basis for 54 year old company. Universal Screen Printing Company, Box 12857, Gastonia, NC 28053.

OPPORTUNITY IN SELLING ADVERTISING SPECIALTIES. Our 35th year serving sales people in this industry. Complete line of Advertising Specialties, Calendars, Business Gals, caps, T-Shirts, Jackets, Writing Instruments. Many exclusive lines. Prompt commissions, bonus plan and special contests. Whitson-Akers, Inc., 846 Central, P.O. Box 5305, Kansas City, KS 66118.

AGENTS

NEW BABY ART. 8902 PAZZARRO AVENUE, GARDEN GROVE, CA 92644. 1-(714)238-4801.

State. Encyclopedia sales. 80% on financial sales. P.O. Box 1045, Merritt, TN 38237.

EVERYONE A PROSPECTIVE CUSTOMER Complete line Sales and business, Badges, Lapel Buttons, Tie Tacks, Tie Clips, Name Identification Badges, Money Clips to Teachers, Police, Fireman, Paramedics, Medical Technicians, Ambulance Drivers, Postal Carriers, Taxi and Bus Drivers, and others. Personalizations available. Over 8000 emblems available. Free information packet. Host-Fast, Box 1088-OM, Providence, RI 02901.

BECOME CERTIFIED ART DEALER. HIGH INCOME Prestige. SASE, Limited Editions, Box 218, Ashmore, IL 61812.

QUEST FINANCIAL NEEDS QUALITY INDIVIDUALS TO produce family trusts. Earn \$175 daily. We'll train. Rush \$5.00 for start-up. 2222 Washington Blvd., Ogden, UT 84401.

LOOK A NEW PRODUCT! Canadian/USA Import/Export seeks agents, salesmen and distributors for exclusive areas worldwide for a new product not yet distributed. Market tested. Everyone should use this if they have a VCR. easy to market and above average income for those successful. For further details send \$2.00 for postage and handling to: Sturgis VI (2), 1390 E. Planting Rd, Suite 50, Las Vegas, NV 89119, or Box 448, Tumeter Ridge, S.C. Canada VOC 290.

AUCTION SCHOOLS

WORLD WIDE COLLEGE OF AUCTIONEERING, INC. Formerly Reich. Term soon. Free catalog Cal. Gordon E. Taylor, Box 948, Dept. 14, Mason City, IA 50401. 515-423-5242.

BARGAINS & CLOSEOUTS

CLOSEOUTS! PANTS, SHIRTS, SOCKS, BLOUSES, JEANS- much more. Sold by the case. For resale only. Our 21st year. Price list \$1.00. Best Tease Corp. Lincolnton, NC 28020-0100.

FACTORY CLOSE-OUTS, GOOD QUALITY COSTUME jewelry. Heintz Products, 1426 Heagy Drive, Barberton, OH 44203.

SAVE 30% TO 70% OFF! FIRST QUALITY BRANDED closeouts and irregulars for men, women, children. Save on dresses, jeans, sweats, tees, shorts, jackets, etc. Call/write for catalog. Meyers, Inc. 1243 S. Wabash Ave., Chicago, IL 60605. 312-347-3555. 800-888-8989 OP08

\$1,800 CATALOGS LISTED. SOURCES FOR EVERYTHING! \$5.95 Directory, Box 82452E, Atlanta, GA 30314.

BOOKS/PUBLICATIONS

PUBLISH YOUR BOOK! JOIN OUR SUCCESSFUL AUTHORS. All subjects invited. Publicity, advertising, beautiful books. Send for fact-filled booklet and free manuscript report. Carlton Press, Dept. 527, 11 West 32 Street, New York, NY 10001.

52 MONEY-MAKING PLANS IN ONE SOFTCOVER VOLUME from the editors of Opportunity Magazine. 30% discount off regular price: Send \$7 plus \$1 postage and handling to Opportunity Book Offer, Suite 303, 73 Spring Street, New York, NY 10012.

BUSINESS OPPORTUNITIES

HOMEWORKERS NEEDED NATIONWIDE. FREE information. Universal 82008-4P4, PP, CA 30090.

FREE CATALOG! SELL COMPUTER SOFTWARE FROM home. Free samples. ADPA, Box 7990-OM6, Fremont, CA 94537.

YOUR FORTUNE IN BASEBALL CARDS. BIG MONEY! PROFIT guaranteed! SE. Adventure, Visa or Mastercard. 1-800-673-2363.

PHOTO BUSINESS CARDS, PHOTOSTAMPS, ENLARGEMENTS. Resell, free catalog Alpha, Box 6751, Providence, RI 02940-6751.

PROPERTY TAX CONSULTING. BE A CERTIFIED property tax manager! \$395. (800)942-1522.

SELL MAINE LOBSTERS BY MAIL. Delivered live via air express. Make up to \$5,000 weekly. Free details: Tom Trampa, Box 2532, La Jolla, CA 92038.

400,000 BARGAINS BELOW WHOLESALE! MANY FREE! Liquor stores... closeouts... Job lots... single samples. Free details. BargainHunters Opportunities, Box 1409-S, Holland, MI 48422.

\$1,000'S WEEKLY! HOME MAILING PROGRAM. IMMEDIATE opportunity. No obligation. RSB, Box 2898-OM, Danbury, CT 06813.

ECONOMICAL MAKE DURABLE BUILDING PLASTIC EASILY. Says Laboratory, 2098-2075 Road, Cedaredge, CO 81413-9629.

FREE AMAZING BOOK WITH OVER 50 OF THE BEST income opportunities of 1990. Send \$2.50 S/H. BR's, 9324 State Avenue - #2568, Marysville, WA 98270.

SEND-A-LITE FLEXIBLE NEON. SEND \$3.00 FOR brochure: Box 4367, Dept. OL, Boynton Beach, FL 33434.

FREE HELP STARTING A BUSINESS. BUNGLER, 3603 16TH Ave. Rio Rancho, NM 87134.

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"A CLASSIC EXAMPLE"

The next page is an ad that runs off-and-on in the tabloids and the opportunity magazines, and has run in slightly different forms for many years. . .

It attracts attention with an "early position" as a moneymaking opportunity. The headline and the bold, secondary headline hold out the promise of "easy money."

Actually, the ad sells pure information; a booklet or booklet/newsletter combination.

As you'll see, the prices charged for the information are very low. This means he gets a great volume of response when he runs this ad and he has a number of "back-end" means of profiting from the names - and such methods are discussed later in this book.

SUCCESSFUL TITLES FOR BOOKS, REPORTS AND OTHER INFORMATION PRODUCTS

If there is one thing I've learned --- repeatedly!--- in developing information products for postal marketing purposes as well as for conventional book publishers, it is the critical importance of the best possible title.

One of our business' all-time geniuses at titles is Melvin Powers, and in his excellent book **HOW TO SELF-PUBLISH YOUR BOOK & HAVE THE FUN AND EXCITEMENT OF BEING A BESTSELLING AUTHOR**, he presents 6 basic strategies for titles:

1. HOW TO

You probably can't go wrong with "how to" in a title. That is what people want to know about anything and everything: how to do it. Melvin Powers has used it in at least a dozen different book titles successfully. One of the most successful audio-cassette programs published by the SuccessTrak Division of my company, for dentists and chiropractors, carried the simple title: **HOW TO TALK TO YOUR PATIENTS ABOUT REFERRALS.**

2. MADE EASY

Melvin Powers likes titles that end with the words "made easy". This is a good way to "jazz up" ideas that have been used many times before. Look at how it works with these much-promoted ideas:

**GETTING A GOVERNMENT~ LOAN --- MADE EASY
BUYING REAL ESTATE WITH NO MONEY DOWN --- MADE EASY
LOSING WEIGHT WITHOUT COUNTING CALORIES --- MADE EASY**

Even these 'tired' ideas sound appealing when "made easy" is hooked to them.

3. SECRET/SECRETS

Remember the old TV Show: "I've Got A Secret"? How about the classic ad campaign: "Does she or doesn't she? Only her hairdresser knows for sure."? And, why do people buy the National Enquirer? Right - inquiring minds want to know!

The public believes in secrets. And it is relatively easy to pander to this belief. As an example, the idea of the existence of moneymaking secrets always works well --- why? Because it matches what the less-than-rich person wants to believe: that "insiders" have some "secret" he has been

denied and if only he had “it” then he, too, could be rich. (The last thing he wants to believe is that the rich just worked harder than he did.)

4. REVEALED

Putting this word in a title is another way of saying that you are letting some secrets out of the bag.

5. GUIDE TO

This lets people know that they will be taken by the hand and helped along. One of the TV Shows that I worked on promoted a product titled: THE COMPLETE GUIDE TO DAILY CASH IN YOUR MAIL-BOX. Other good words to match with “Guide”, instead of 'Complete', are:

EXPERTS
PRACTICAL
NEW
A-TO-Z
STEP-BY-STEP
EASY

6. “X Days To”...

Consider these titles: “Thin Thighs In 30 Days” or “30 Days To More Beautiful Hair.” Putting the "time line" in the title makes it more' believable, more concrete.

How about... "21 Days To A Super Memory"... or "How To (At Least) Double Your Commissions In 21 Days".

You will find these six ideas, and combinations of them, reflected in many of the titles of the bestselling books of all time --- listed for your reference on the following page.

Another "title genius" is Helen Gurley Brown at COSMOPOLITAN MAGAZINE. The idea of creating very dramatic, provocative article titles and plastering them on the front cover of the magazine was reportedly suggested to Ms. Brown by her husband, but she has done it very, very well. This idea is largely credited with making this magazine the enormous success that it is, and a number of other women's' magazines have since copy-catted this approach to the cover. If you have a copy of COSMO around, look at the titles on the cover or take note of them the next time you see a copy on the newsstand.

Don't underestimate the selling power of the title!

Selected All-Time Bestselling Books' Titles

1. How To Win Friends And Influence People
2. 30 Days To A More Powerful Vocabulary
3. How To Stop Worrying And Start Living
4. How To Be Your own Best Friend
5. How I Raised Myself From Failure To Success In Selling
6. Microwave Cooking Made Easy
7. "The Secret Of The Ages

Selected All-Time Bestselling Headlines

1. The Secret Of Making People Like You
2. When Doctors "Feel Rotten" This Is What They Do
3. How I Improved My Memory In One Evening
4. How A New kind Of Clay Improved My Complexion In 30 Minutes
5. How To Collect From Social Security At Any Age
6. Ohio Man Discovers The Secret Of How To Escape The American Rat Race
7. How To Get Your Cooking Bragged About
8. The Amazing Diet Secret Of A Desperate Housewife

Sample Titles I Developed

1. How To Get The Money You Need For Any Business Venture
2. How To Buy A Going Business With Little Or No Money Down
3. Confessions Of A Sales Superstar - Why, How To Sell Your Way Through Life
4. Secrets To Guaranteed Goal Achievement
5. How To Amass (At Least) One Million Dollars In 5 To 12 Years
6. How to Talk To Your Patients About Referrals
7. How To Outsmart The Competition, Outfox The Opposition And (At Least) Double Your Sales In 90 Days
8. The Practice-Building Secrets Letter

HOW TO PRODUCE AUDIO PRODUCTS

I have produced audio products for hundreds of professional speakers, seminar companies, National Speakers Association members, and corporate clients, including famous speakers like Cavett Robert, founder of NSA, Nido Quoein, past-President of NSA, and well-known like CareerTrak and Wilson Learning Corporation. For nearly 5 years, I was President of General Cassette Corporation, one of the biggest customer cassette producers specializing in spoken word, information products. I sold that company's Manufacturing Division to Cassette Productions Un-limited some years ago and am very, very glad to be out of (the manufacturing business — but I learned a tremendous amount from the experience and will immodestly argue that I know as much or more about recording, producing and packaging saleable, profitable audio products as anybody around.

The "Flow Chart" in this section gives you a step-by-step procedure for producing your own audio cassette products.

Audio products offer many important advantages:

1. Excellent Mark-Up. An audio tape that costs from 70¢ to \$1.10 to get produced will typically sell for \$9.00 to \$13.00.
2. Relative Ease Of Preparation as-the following Flow Chart indicates.
3. Invites Favorable Comparison To Valuable Seminars. There is real appeal to the idea of getting information "from the expert's mouth. Then; is an opportunity to cost-compare against seminar enrollments.
4. Satisfies The Non-Readers. Increasingly, we live in a non-literate society: masses of people who can but won't read unless it is unavoidable. An ever-growing majority, for example, lists TV as their only source of news'.
5. Easy And Cheap To Ship.
6. Can Be "Addictive". There are legions of people who have been conditioned to listen to audio tapes. For them, turning on the tape is as automatic as is

turning on the car radio for most drivers. These people are always looking for the next audio product to buy. The "books on tape" that struggled but have gradually begun doing well in bookstores further soften the market and broaden the circle of those predisposed to using audio products.

FOR A CURRENT CATALOG OF EMPIRE COMMUNICATIONS CORPORATION AUDIO PRODUCTS, CALL TOLL-FREE 1-800-223-7180.

1 PLAN YOUR RECORDINGS. I have seen many people come to the recording booth with only an outline and attempt to speak extemporaneously, as they would with an audience — and I have seen them sweat bullets, waste hours and hours, and wind up frustrated. If you are going to record alone, I suggest a word-for-word script, then working to sound conversational. If you really want a feeling of spontaneity, record 'live' in front of an audience.

2 RECORD YOUR PROGRAM. You can find a recording studio in your own area (look in the Yellow Pages under "Recording" or "Audio"). Or with a good recorder, quality blank cassettes, and a good dip-on microphone like the ones Radio Shack sells, you can just find a quiet place and tune and record by yourself. If you then have the product professionally edited and "mastered", you'll find very little audio quality difference between the studio or "homemade" recordings. In our editing facilities, we are even able to "enhance" sound quality. If you are going to record "live" in front of an audience, you have the same basic choice: you can go to the Yellow Pages and find a 'pro' to come out and record your presentation or you can take the above-mentioned equipment and a 'helper'. and do it yourself.

3 HAVE THE RECORDINGS EDITED. "Bloopers." Noise, sneezes, etc. are edited out; announcer-voice introduction turn-over notices and endings can be added; music can be added;

sound can be enhanced; and the total content can be edited to a pre-determined preferred length. When completed "edit samples" should come to you for review and approval.

4 **PACKAGING NEEDS TO BE DESIGNED** for the finished product This can be as simple as "no package" — just the audio cassette slapped in an envelope and delivered to the customer, and there are situations where I believe this is appropriate — or as "complex" as a collection of nifty little albums with beautiful covers and matching booklets, in a library shelf-box. As a general rule of thumb, the more complex the packaging, the costlier and bigger quantity required. If you are dealing with a "one stop shop" type of cassette production company, all this can be handled for you by their people, within your budget and quantity parameters. This is true of Cassette Productions Unlimited, for example, and they do a magnificent job with packaging. Or you can "piece" ail this together yourself if you need to.

5 **APPROVED EDIT SAMPLES GET TURNED INTO MASTERS.** Any final changes are made, their best possible quality" audio master recordings are made. We usually provide a real master and a couple of first generation cassette masters.*

6 **CASSETTES ARE DUPLICATED.** Now here there are some things you need to know. Many duplicators, particularly when doing relatively small quantities, use "cassette to cassette" duplicating equipment. There's nothing wrong with this, but it does have its technical and quality control limitations which can lead to a "defective rate" of 10% or higher, thus involving somebody in handling customer complaints. Top quality cassette duplicating companies, given adequate quantity runs, instead use "out of shell" duplication; the product is duplicated on a big "pancake" of a tape on high-tech computerized equipment with quality monitoring capability, then the tape is wound into the cassette shells to exact length. There are also quality (and cost) differences between 5-screw cassette shells (most durable) and sonic-weld i.e. glued together shells. You should discuss these differences with the companies you consider as vendors. It's

worth noting that the lowest bid may not be your best choice in the manufacture of this component. There is a cost factor in dealing with customer complaints, refunds sparked only by audio quality defects, and shipping replacement tapes. (Our "gimmick" when I was running a cassette production company was to put a warranty slip in each program directing the defectives to us rather than the client/marketer, and our clients liked this — but it's actually a bad deal and here's why: now you have no idea how bad the defective problem is!)

7 **LABELING** — Today, you often have a choice between a printed paper label or ink jet imprint right on the cassette shell. I don't think one is any better than the other, so you might opt for the cheapest You also need to decide on 1-side vs. 2-side labeling. For products being sold "unseen" via mail-order. I'd choose 1-side.

8 **ASSEMBLY** — Again, a one-stop shop will handle it ail for you. In small quantities, you'll probably have to do it yourself. This is a great job for teen-aged family members, elderly neighbors who might like to make a few sheckels while working at home, or even handicapped workers at that kind of a facility in your area.

9 **WAREHOUSING.** Do not store audio cassettes or vinyl cassette albums in extreme heat (they melt) or extreme cold (they get brittle and crack). Do not pack vinyl cassette albums with newspaper — the print rubs off on the albums. One of the things we've been savvy about is having a lot of different products that fit the same packages and containers, so we could inventory product finished but unpackaged, keep our inventory of empty' albums and other packaging to a minimum, and make up products each day as needed to fill orders. I hate having money unnecessarily tied up in inventory. This year, we've further standardized 90% of our product line and standardized our packaging, reducing the individual packaging cost by about \$2 and reducing the amount of capital tied up in inventory by about 10%.

* Although we no longer provide complete cassette production-services we will, available time permitting, take raw recordings and edit, sound

enhance and master for outside clients. Our technical team has nearly 20 years' experience with spoken word, information products, and that expertise is very valuable. Typically, editing and mastering will cost you about \$200 to \$250 per finished hour. You can call and deal with Paul Kennedy at my office on this.

** You cannot just take and use any music you please. You'll go to jail. Most production companies have, as we do, rented or purchased 'libraries'* of copyright-released music we can use, that royalties are pre-paid on, so you have no royalty liability or legal problems.

HOW TO PRODUCE VIDEO PRODUCTS

Video allows us to replicate speech/seminar experiences, physically "show 'n sell", demonstrate products, act out and demonstrate skills and techniques, and add 'drama' to information. Just about every sales-oriented office (insurance, real estate, etc), many other businesses, and 2/3rds of the homes have a VCR. The 'Age Of Video' is definitely here. On the following pages, I've reprinted a few articles about the "boom" in the video information product business, to expand your thinking.

Some Video Products require professional studios, "high tech" equipment capability, highly skilled writers, producers and other personnel, and even 'broadcast quality' production, much the same as the making of a TV-infomercial. If you are putting together business training videos for the corporate marketplace, for example, the quality of the production may very well be as important as the quality of the content in satisfying the customer.

In these cases, you can expect to invest anywhere from a low of \$15,000.00 per finished half-hour of video. While this may instantly sound like a fortune, consider that the finished product, at \$50 to \$100 selling price, need only sell a few hundred units to repay the investment.

There is a whole different 'level' of buyers of Video Products, for whom production quality is

much less important than content, and these customers can be satisfied with product produced on a much less costly scale. A fellow by the name of Bill Myers is the, "genius" in the business of producing and profitably marketing low budget" video products. He is the publisher of the VIDEO MARKETING LETTER, and I strongly suggest you contact him and subscribe to his Letter. You can write to Bill at 327 Ouachita Avenue in Hot Springs. Arkansas 71901; call him at 501-821-1845. or FAX him at 501/321-1429. Bill teaches people a "model" of producing one new video each month and, after the first 12 months, with very modest customer counts, exceeding \$ 150,000.00 a year in income. His "model" works twice as well, twice as fast for anyone already marketing other information products, speaking or conducting seminars... His entire approach is based on only having to sell a few hundred copies of each video to be in profits.

Bill also has a national network of what he has termed 'Guerilla Video Producers' — mostly talented, technically competent individuals with limited equipment, many working from home, who can do an adequate job of-taping, editing and producing a "basic", not-for-broadcast video — often for under \$ 1,000.00!

I "operate" in both of these "worlds". In putting together TV infomercials, I'm usually dealing with budgets of \$50,000.00 to \$70,000.00 and near-Hollywood quality processes, personnel and technical capabilities. In some product situations - the same. But in other product situations, as long as the customer's needs are met, I'm perfectly willing to go the "guerilla video" path.

Just as an example, I have a series of eight videos for chiropractors, on practice-building; which were introduced in 1990 on a subscription basis, at \$899 for the set. Each video is taped, edited and finished in one three-hour sitting at a local production facility. The "off site" (out of studio) portions are shot on 'High-8' with a camcorder. The total production cost

per video is under \$800. Several hundred sets have been sold with only one returned for refund. We'll probably sell another 300 to 400 sets in 1991. Spending twice as much on the production would not sell any more.

Much of what I have to say about the actual "production" of videos comes up in the transcript of my speech about infomercials, elsewhere in this book — but even that is 'light*. I do not believe in becoming a technician. Right now, the creative team I use most often for infomercials or infomercial-level projects includes a TV studio, its Director and support staff, a Producer skilled both in TV production and direct response marketing, and I "supervise". On the lesser quality productions, I'm still using a crew that has produced thousands of TV commercials and hundreds of promotional videos. So I avoid becoming a tekie — if you want to discuss camera angles, equipment brands, buttons and numbers. I'm the wrong guy. And I don't think you ought to do that anyway. Leave actually pushing the lawn mower to the lawn mowers — you just determine what gets cut where.

Bill Myers does offer this kind of information, if you want it — in fact he teaches you what equipment to buy or rent so you can do it all yourself, if that's the sort of thing that turns you on.

I will give you just this much "technical":

1. LIGHTING is absolutely crucial — just as it is the 'trick' to still photography, it is to video, only more so. You really need somebody who knows their stuff when it comes to lighting and has access to adequate equipment.
2. THE SET — you can do a lot to a set with flowers, plants, and, again, light. If you're working at a TV studio, a slightly altered version of one of their extent sets may fit your needs perfectly. For the "Woman's Guide To Feeling Good All Month" TV infomercial. I was able to use the TV station's existent morning talk show/cooking show set with

less than \$500 of alterations, props and flowers.

3. ACTION — after all, this video. Use speech or seminar footage or "faked" stand-up, walk, move around, etc: demonstrate something physical if you can; switch sometimes to voice over graphics; all to give the "show" variety. Unfortunately, a lot of what we do in information products is true "talking head stuff" — it doesn't lend itself to action. Work on this.
4. PROPS — get used to handling them before the taping. And tape extra close-ups of the props and/or your hands handling the props, so you can use the close-ups to "mask" awkward moments:
5. CAMERAS — Utopia is a three camera shoot. One gets 'locked' to a medium-wide shot or a two-shot (if an interview), the other two live switch" — sort of 'editing on the run' if you have a Director capable of doing so; otherwise each tapes its own angle. Live-switching saves a lot of editing time.
6. TAPE — A lot of smaller facilities and "guerilla video producers" have 3/4" equipment. 3/4" is perfectly okay for all non-broadcast purposes, regardless of what anybody tells you. Bigger and/or newer facilities will have 1/2", 1" or Beta, and there are new, superior versions of all these formats coming out every day. 1" is very, very good; better than most jobs need. For broadcast 1" is preferred over 3/4" and there are some networks/stations that won't air 3/4", however we're still doing a lot of infomercial work with 3/4".
7. EDITING — where miracles happen! Have the techs at whatever facility you're using or considering using give you a ten minute demo of what they can do in editing, graphics and special effects.

The technology of this industry is changing rapidly and dramatically. Just as desktop publishing kicked conventional typesetting and commercial art in the butt what Bill Myers calls "desktop video production" is already a reality for some purposes

and is likely to be a reality for most purposes within the next few years.

This is the time to get involved in video information products. The market is growing in size and responsiveness; the costs of production are decreasing; the process of production is getting easier and faster.

The Quickest Way I Know To Make A Million Dollars

Consider the following facts:

- There are an estimated *80 million* VCR's in the United State
- U.S. Mail & UPS will deliver a package right to the front door of *every* home in this country.
- The major past-time of most Americans is watching TV and video tapes.
- Most Americans are finding that much of the fare on free (network) or pay TV does not suit their needs.
- The material costs in a one hour video tape are *less than \$2.00*.
- If you produce and sell just 350 tapes on a single topic at a price of \$39.95 each, you will cash flow almost \$14,000.
- If you produce just twelve tapes a year (one a month) and they only sell 359 copies of each, you will cash flow \$168,000.
- If you have any luck at all. out of your first 12 tapes, at least one will be a pretty big hit and sell at least 4,000 copies. That one tape will bring in \$160,000.
- At the end of the first 12 months, you should be bringing in around \$14,000 a month on tape sales. (\$186,000 a year)
- As you begin your second year, you will continue to earn money from all the tapes you did the previous year. Which means you make money for work you did last year.
- There are more than 240 million people in the U.S. Most of these people have a hobby or follow a subject of special interest
- To bring in \$10,000 all you have to do is produce a tape on a topic that will interest just 300 people out of the total 240 million population.
- The major studios can't afford to produce tapes for markets of 10, 000 people or less. You can.
- Our first tape (about pirate TV) sold over 4,000 copies, earning us over \$120,000. We shot it with a borrowed camcorder in a spare room in our home. We advertised it in The Black Box Newsletter. That tape eventually turned into a series. The latest of which is The Pirate Video #5.
- Your videos do not have to be Hollywood productions. They *do* have to provide worthwhile information. Bestsellers are "how-to's". People are willing to spend money for information that they can't get elsewhere.
- Marketing videos is simple. Run 'test ads' before you shoot the tape. If you get a response, then do the video. If not. then run a test ad on another subject

All this and more is covered in The Video Marketing Letter and Desktop Video for Profit video tape by Group M. For more information, call 1-501-321-1845.

Boom Occurs In Direct Marketing Of Non-Theatrical Videocassettes

By Don Abramson

NEW YORK—Increased specialization of the content of videocassettes is leading to an upsurge of direct marketing in the home video field, according to several top marketing executives. This is particularly true in areas other than feature films. For example, several new efforts are underway to market instructional tapes on everything from golf to infant care.

This fractionalization of the audience has been accompanied by two developments: decreased consumer costs and an increase in the number of ways in which cassettes are sold. They are now being sold through direct response space ads, solo direct mail, outbound telemarketing, and catalogs, some of which are extremely specialized.

There are now at least 7,000 non-theatrical titles available, said Robin Sutherland, president of QualityLife Video Publishers, of Boulder, CO.

The criterion for entry on the firm's own list of non-theatrical videos for the consumer marketplace, she said, is a retail price point of less than \$100. Many, she occurred, cost a great deal less than that.

At the recent New York International Home Video Market, said Sutherland, she was approached by "at least 20 people" who wanted access to these listings for direct mail and catalog operations.

QualityLife itself will launch a consumer catalog this fall to a "very targeted" mailing of approximately 25,000, which is still in the planning stage," she said.

If all goes well, said Sutherland, "the business plan is for us to be sending out a total of four-million catalogs during the third year."

Sutherland, who has done market research since founding her company 18 months ago, said that direct mail is about to become the major method of selling non-theatrical cassettes.

"It lends itself more comfortably than the retail video shop or bookstore as a medium of sales for these products," she said.

Another effort has been made in the catalog area by Sallyforth, Inc., according to Sally Lassner, its president. This Monterey, CA-based operation has been marketing a 136-page catalog with 3,500 titles since December of 1983, largely through space ads in in-flight airline magazines, said Lassner.

The catalogs cost \$2 apiece and Lassner reported that Sallyforth has been sending out approximately 10,000 per month.

The firm's space ads have run in the *United*, *American* and *Northwest* airline magazines, plus such comparatively upscale publications as *Swuser*, *Yankee*, *Southern Living*, and *Texas Monthly*. She added that 1,000 responses per month have been pouring in from *United* Airlines passengers alone.

"We have found," said Lassner, "that if you advertise in the video journals, you do not sell very well since people who go to the video stores tend to be renters, not buyers."

The magazines that Sallyforth now advertises in, said Lassner, are skewed to the sort of educated, self-improvement-oriented sort of people "who have 1.6 kids, 2.7 TV sets and that sort of thing."

She added that 14 percent of the catalogs sent out have resulted in direct response sales and that the company now has an in-house list of 75,000 names of people who have requested the catalog.

The first of a projected series of bi-annual updates, said Lassner, will appear in June. It will offer 5,000 titles. Approximately 100,000 will be printed.

Other firms are using outbound telemarketing, according to Carron Haszen, assistant project manager for Fingerhut Corp., of Minnetonka, MN, which is now conducting a "comparatively small" test to 300 to 400 names.

Haszen stated that Fingerhut is attempting to make use of its list of purchasers of VCR's, to whom the company has been telemarketing blank videocassettes for some time. The firm is now offering cassettes with material on them.

Manufacturers also reported new uses for their products. Best Film & Video Corp., which produces instructional cassettes in such areas as Oriental cooking, golf and baseball, has attracted interest from such general catalogers as *American Express*. These firms wish to use a few video products among their gift items, said Ariene Winnick, marketing manager for Best Film & Video.

In addition, Winnick stated, the firm's baseball cassettes have been ap-

pearing on the pages of their sports-oriented catalogs, while golf catalogs have been carrying the *Oral* cookery cassettes.

Winnick added that, starting in Best Film & Video will be doing a card/bill stuffer test with a "Vic

Continued on page 52



ORIENTAL COOKING is explored in new cassette from Best Film & Video featuring Rocky Aoki, founder of *5* Restaurants in Tokyo.

Hanna-Barbera Plans A DM Roll-Out For Its New Bible Story Videocassettes

LOS ANGELES—A test of approximately 100,000 pieces has been completed by video and film animation producer Hanna-Barbera on behalf of its series of videocassettes based on Bible stories. The data collected from the tests will result in a direct mailing of "probably over one-million pieces" to be sent out either late this year or early in 1987, said Bruce Johnson, producer and executive story editor for the series. Direct mail is one of several marketing techniques being utilized.

The six cassettes already in circulation include the stories of Moses, David and Goliath, Joshua and the Battle of Jericho, Noah's Ark, Samson and Delilah and Daniel in the Lion's Den. The next set of six will include the stories dealing with the Nativity, Genesis, the story of Easter, Joseph and his Brothers, Queen Esther and the Prodigal Son.

Basically, he said, "we are trying to find the best scoring in the Bible that have the most appeal for children."

Each cassette, he stated, runs 30 minutes.

Despite the religious nature of the material, Johnson emphasized that all of the mailing lists used were aimed at ordinary consumers and that the overwhelming majority derived from "secular" rather than "institutional" sources. The primary targets for these direct mail efforts are parents who own VCR's and have children between the ages of four and 12, he said.

As a result of the just-completed test, he said, a price of \$19.95 has been arrived at for the cassettes. He declined to say which prices had been tested other than to say that prices above and below \$19.95 had been involved in the experiment.

Johnson added that Hanna-Barbera is also testing direct response television and radio efforts.

"We've been pleased with the results that we have gotten from our commercials on the Christian Broadcast Network," said Johnson. "We are now test-

ing more mainstream cable service the traditional broadcasting as well."

He stated that three radio spots now being used, two of them 30 seconds and one running 90 seconds.

"They will be playing at first-class radio stations," said Johnson, "but we will be testing them on static as, too."

He added that an 800 telephone number is used with these spots, but number itself is just a seven-digit acronym on a telephone dial.

"We used so many different numbers for test purposes," he explained, "that we just decide using acronyms."

Johnson termed the breakdown of the tests to be "very informative, but complex." Some parts of the *United States* others in their religious fervor to the sale of these cassettes, he said "some states are action pockets pulled better than



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Mail Marketing Starts New Program For Package Inserts

HAWORTH, NJ—Mail Marketing Inc. has introduced a package insert program for Foster & Gallagher, Inc., which sells Dutch flower bulbs.

Beginning in August, 300,000 inserts will be circulated. The bulb buyers spent an average of \$42 per order. Products were sold through the *Direct Dutch Bulb* catalog.

For more information, contact Mail Marketing Inc., 171 Terrace St., Haworth, NJ 07641. The telephone number is 201/387-1010.

The Magic Seven

Continued from page 18

\$28. your OM is \$14.31. Where the math starts to get complicated is when the customer orders two or more, at a discounted price.

Let's stick with a retail price of \$27 for one item, \$49 for two. Your product-to-customer costs for one are \$13.69 but, since processing, carton, package insert, etc., costs do not fully double when the same customer orders two, your costs would probably be about \$19.50 for a double order. To illustrate in graphic form:

	Single	Double
Retail	\$27.00	\$49.00
Costs	13.69	19.50
Order Margin	\$13.31	\$29.50

Assuming the offer for two is logical (two wants two pianos), the average number of double orders to singles is about 20 percent. So you would have four single orders to every double, and your order margin would work like this:

$$\begin{array}{r} 4 \times \$13.31 = \$53.24 \\ 1 \times \$29.50 = 29.50 \\ \hline 5 / \$2.74 = \$16.55 \end{array}$$

It is, of course, absolutely vital to the success of your offer to accurately prefigure your order margin. The difference between \$13.31 and \$16.55 can substantially increase the numbers of customers you can profitably "buy" with your promotion. With a \$13.31 OM, you may be limited to primary and secondary mail order, print, lists and broadcast media, while \$16.55 could

well enable you to extend your promotion into the tertiary media and the hot lists. Since there are a lot more primary advertising sources than primaries, it could mean the difference between acquiring 10,000 customers or 25,000.

Working order margins against a catalog operation is just too lengthy to fit into an article. There are 10 different ways to get that initial customer into your file, each way has a different upfront cost plus different sets of version and lifetime figures, so permutations are staggering. The special sets of forms and tables to you arrive at a reasonable OM "guarantee."

Basically, the only thing you must remember about magic bullet #1 is the absolute necessity of figuring a real order margin, evaluating your chances of actually buying orders for that price, and having the courage to sit right there if the math doesn't work. There are no heroes in the poor-

There's One in Every Crowd.

Or two or three. Or three hundred or three hundred thousand — and they're tough to interrupt!

Everytime we reach into the minds of your customers, it's an interruption. Everytime. We know it and they know it. But, our job is to interrupt and communicate — we're specialists in outbound telemarketing.

Right upfront, that means we admit to the reality of interruption. And in challenges. We recognize that we need to be more sensitive to our respondents on the other end of the conversation.

More disciplined in our routines and more aware of the customer's perspective on our client's demand. And we are.

Nineteen years of reaching our clients' customers have given PMS a professional edge in the techniques of telemarketing. So wherever your customers, wherever your demographics or needs... lead generations, market surveys, direct sales, etc., we'll interrupt and reach them and give you a return... higher than you expect.

If your media and marketing plans include quality telemarketing, write for our brochures and references.

Or telephone PMS at (312) 957-8200. Interrupt us.

Telemarketing is our business.



Rapp

Continued from page 18

bicycles, each valued at \$100.

The test projected that 10-m. calls would be received during the months of the national sweepstakes. As a result, 300 lines were installed to handle the volume.

What happened took everyone including Cap'n Crunch, by surprise. During the first three weeks of the promotion, call volume estimates were raised to 18-million, and an additional 100 lines were ordered and installed.

BIG SALES LEAP

When it was over, 24-million calls had been taken. That's 10 times the number of responses in some of the most successful response sweeps! Sales increased 62 percent during promotion period, and Cap'n Crunch increased its market share 33 percent with a residual market share increase of 15 percent.

Who would have thought a few years back that direct marketers would have their eyes opened to new opportunities by such trade names as Cap'n Crunch and Coca-Cola. These corners are teaching Ogilvy's "tail the dog" new tricks by integrating event marketing, public relations, entertainment advertising with the technology of direct response.

Videocassettes

Continued from page 16

ers bank," which will offer the Chinese and Japanese cooking cassettes in a special package.

For \$39.95, said Winnick, the cassette holders will be offered double bonus, with a 200-page cookbook cased into one half and an Oriental cooking cassette recessed into the other half. The albums with the Chinese cassette come in lacquer-red, the same while the Japanese cassette features black-and-lavender design.

Winnick added that she has heard reports of interest in this special videocassette from per-inquiry advertisers and "remnant" advertisers well.

Gulf Tries PBS Narrowcast Service To Market Educational Videocassettes

HOUSTON—Gulf Publishing Co. has made use of the facilities of National Narrowcast Service (NNS), a special communications service of the Public Broadcasting Service in order to direct market a Gulf educational videocassette series, according to Gerald Babin, Gulf executive producer.

Babin said the videocassette series—"Managing Cultural Differences"—has previously been direct mail-marketed by Gulf's video division, which will be carefully monitoring the comparative effectiveness of NNS, a subscription TV network which began operating in January.

NNS offers a daily lineup of programming that is of potential interest to those corporations which subscribe to it for the purpose of educating their employees in the corporate offices, according to an NNS spokesman.

The service is currently being delivered up to five hours per day by way of a variety of communications-delivery systems, including satellite dish, microwave and "addressable" cable, the latter of which provides cable service to individual receivers which pay for the service. The NNS spokesman said many of the

PBS affiliates are taking part in this service, which makes use of their satellite-transmission and other facilities. So far, said this source, 30 businesses have signed up for the NNS program service, "but we expect to have between 200 and 300 subscribing businesses by this summer."

The businesses that subscribe to NNS are charged according to a sliding scale based on the number of employees at the subscribing company. Up to 300 employees means the company pays \$4,800 for the 120 hours per year of programming provided by companies like Gulf. A sub-

scribing corporation with 100 to 300 employees pays \$6,000 for the same package, while the fee for companies with more than 3,000 employees is set at \$10,500.

The NNS source explained that the cassettes such as "Managing Cultural Differences" are run on NNS, the subscribers often become interested in purchasing other cassettes from companies like Gulf Publishing. For that purpose said the NNS source, NNS has an in-house 800 number and subscription revenues are divided between NNS and the company that markets the videocassettes.

NNS is also offered to public agencies and educational institutions.

CULTURAL DIFFERENCES

When Gulf Publishing marketed "Managing Cultural Differences" by direct mail, it drew an approximate three percent rate of response on 10,000 letters, said Babin. Those were sent to either training managers or people with similar job titles at appropriate corporations. Names are largely derived from list acquired from the American Society for Training and Development. The tapes, said Babin, sold for \$395 apiece, \$2,100 for a set of six.

Babin added that he will closely watch response rates from the NNS viewing of these tapes in April to gauge the amount of future business they might provide for the company on other cassettes in the series.

Series which Gulf's video division currently markets by direct mail are that might be sold through NNS include a new package on static electricity prevention, which was the subject of a recent 15,000-piece direct mailing by Gulf, said Babin. This production also will be the subject of direct response ads in magazines published by Gulf and appropriate trade publications.

F: VIDEOCASSETTES: DIRECT MARKETING OF

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These responsive catalog shoppers love INTIME's stylish resort wear, tasteful costume apparel, dresses and coordinated separates.



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73,727 Last 12 Months Mail Order Buyers
Average Order: \$99.00

These eager mail order customers are buying chic sportswear and classic separates. Much of the merchandise is exclusively designed for THE 1 EAST CUSTOM COLLECTION.

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Bad Debt Service Is Available To Publishers

PEORIA, IL—Mail and telemarketing are being used by a collection agency in its new program to assist publishers recovery of bad advertiser debts. The program is being rolled out by National Credit Audit Corp., following several months of test marketing.

The program is said to be designed collect revenue on delinquent accounts while at the same time retaining the business. NCAC states that statistics show 80 percent of all advertising revenue is generated from the advertiser publisher already has, which illustrates the importance of not losing a client's revenue collection is made. "NCAC retains percent of the remits.

The program, called AdCoMP, was introduced in February. NCAC began direct mail campaign Feb. 1. It mailed a file of 5,000 names from the roster the SRDS, which lists all publications the trade and consumer environment according to Cathy Beers, NCAC president. The promotion kit includes letter and two-color flyer, featuring a return-mail coupon. Beers said there is "no-name," or every other name, in marketing follow-up. The effort has far generated a five percent inquiry response rate.

Golf Digest Starts Marketing How-To Videotapes By Direct Mail

NORWALK, CT—*Golf Digest* has started marketing its growing line of golf instructional videotapes by direct mail. Approximately 10,000 pieces were mailed in a test late last month, and the magazine plans to send triple or quadruple that number in the fall, depending on results, according to Michael Curry, marketing manager-special services for the New York Times Co. magazine.

The move is part of an expansion of its videotape line, which will include a catalog when more titles are available. Currently, *Golf Digest* offers 10 titles

and hopes to offer double that in the near future.

The six-figure fall promotional campaign will include direct response television spots, and testing of subscription lists from known sports enthusiasts and video-owner publications, Curry said.

More than one-million dollars in videotapes have been sold through direct response ads in *Golf Digest* since the line was introduced in 1983, he added. The tapes' average retail price is \$69.95.

Almost 40 per cent of the magazine's

1.1-million subscribers own VCRs, he continued.

For the test mailing, the magazine used lists developed "from our own subscriber base," along with golf video buyers, Curry said.

The average age of the *Golf Digest* subscribers is in the late 40s and the median household income, \$33,000. The average net worth is \$300,000.

There are an estimated 13-million golfers in the U.S., Curry noted.

The magazine has also completed a business-to-business mailing of retail materials to 5,000 pro shops, using



The *Golf Digest* brochure

private member shops against a 50/50 split. There are approximately 12,000 pro shops in the U.S., Curry said.

In its only previous attempt at broadcast advertising, the magazine sold several hundred copies of a videotape titled "Bob Tosky Teaches You G" with a 60-second spot on cable TV the last quarter of 1984. The spot appeared on the One Club Challenge rebroadcast of a BBC golf match between Lee Trevino and Seve Ballesteros using one club. It was syndicated in the U.S. by TVS, a cable channel based in New York City. The direct response spot appeared on two installments of the program.

Pieces for both the consumer business mailings were created by Channer & Pappas, a marketing and advertising firm based in Bridgeport, CT. They also created point-of-purchase displays and in-store posters for use by pro shops.

Most of the videotapes feature known instructors, except for one titled "Golf My Way," starring Jack Nicklaus. The magazine hopes to add superstars as it expands the line.

The New York Times Co. has similar efforts for tennis videotapes, Curry said.

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Federal Express Selects Agency For Overseas Account

AMSTERDAM, NETHERLANDS—Direct Advertising and Marketing International was appointed by Federal Express as its direct marketing agency for Europe and Asia.

Dutch agency specializes in country and multi-lingual direct marketing communications. The agency does international direct telemarketing and other related response services.

Federal Express first opened offices in 1971. The company recently acquired Geico International, a company that operates in Western Europe and the Far East.

FILMED CASSETTES MUST



Producer Maritz (left) and director Seeff (right) with performer John Denver. When the cameras roll, Seeff alone earns \$75,000 a day.

per shooting day. Few commercials take less than two days.

Production costs are only part of the total bill. When a commercial is shot on location, budgets frequently go through the roof. A study by the Television Bureau of Advertising told this horror story: "A total of 25 people [flew in] for the shoot [in Hawaii]... at a room rental rate of more than \$150 per person per night. Not to mention the costs of meals at the most expensive restaurants. And the client was with them.... This was not an isolated case."

When all is done, the advertising agency adds on about 18% of the budget as its fee.

There is a certain momentum to all this: Once a client has started spending big money, it's hard to stop. There is, for example, the so-called famous faces phenomenon. A commercial's cost obviously starts ballooning when a client wants a readily recognizable person to pitch the product. Jack King of Ingels Inc., a Los Angeles-based broker that matches celebrities with advertisers, says even minor stars on a network TV series can command \$250,000 for each commercial.

Pepsi's new Michael Jackson campaign, which starts airing later this year, cost between \$2 million and \$4 million, not counting Jackson's fee. Jackson himself is earning \$15 million (\$10 million cash and \$5 million in concert tour support). "When you wake up in the morning and you've

got Michael Jackson for one more day, you want the best possible people and often they cost more," says award-winning director Joe Pytko.

Egos are getting as inflated as the money, and efficiency is increasingly sacrificed for "art." Larry Postaer, cre-

ative director of Rubin Postaer & Associates in Los Angeles, made a recent \$250,000 Honda commercial in south Florida, where he says he could roll the cameras only one hour a day. Why? He felt the light was right only for a half hour in the morning and another half hour at twilight. "From experience you learn that cars look flat and unattractive in direct light, so you have to catch the shot when the angle is just right," argues Postaer. The rest of the day, at a cost of about \$9,000 an hour, the large crew and rented equipment sat idle.

Outrageous! "If a commercial results in the sale of, say, 30,000 cars at \$12,000 each, that's \$600 million," declaims Postaer. "So it's not unreasonable to spend a quarter of a million dollars for a commercial."

Because of mounting costs, fewer commercials are made today, and those that are tend to air for longer periods. One major agency, Leo Burnett Co. of Chicago, which made 1,200 commercials a year two decades ago, last year produced only 410. Yet, in a variation of Parkinson's Law, the costs keep rising. "With fewer commercials, the impact of each is magnified," says Al Stauderman, president of Connecticut-based Bird Bonette Stauderman, which consults with advertisers on production costs. "That way the agencies can justify spending even more money." ■

Book publishers scrambling for sales have started luring readers with flashy videos.

Seen any good books lately?

By Kerry Hannon

SHOPPERS instinctively snap their fingers to the pulsing music as they meander the aisles checking out the new releases, their bodies weaving from side to side in sync with the beat. Overhead a screen flashes images of glamorous people and high adventure. Tower Records pushing

product with the latest music video?

Nope. It's a Waldenbooks outlet in Akron, Ohio. The video, promoting a collection of short stories by a new author, is a truly new wrinkle in the publishing industry's point-of-purchase promotion.

Book publishers have good reason to experiment. Of the 50,000 books printed each year by an estimated

15,000 publishers, fewer than 200 become bestsellers. The \$12 billion industry itself is growing at only 3% annually—lagging the nation's 4% inflation rate.

So Crown Publishers, the fourth-largest trade publisher in the country, has invested \$15,000, one-half its initial publicity budget, and nearly three times what a publisher normally spends to promote a first literary work, to create a two-minute book video promoting *Slaves of New York*, a collection of short stories by New York writer Tama Janowitz.

Janowitz, 30, a literary sensation with as outlandish mess of wild hair, got excellent reviews when the book appeared last year and initially sold a respectable 12,000 copies. To build from there, Crown went after Janowitz' contemporaries with a commercial mat was lively enough to have some effect on MTV.

Publishers have long counted on television talk show appearances by authors to hype book sales. Now they are bankrolling videotapes on much the same theory: See the author, buy the book.

"A television monitor can get a tremendous amount of attention in a quiet bookstore," says Rashi Glazer, professor of marketing at Columbia University School of Business.

Other publishers are also testing videos as a marketing tool. A partial listing: Random House has created one for Peter Benchley (*Q Clearance*) James Michener (*Space*) and Gore Vidal (*Lincoln*); Macmillan/Collier for George Plimpton (*The Curious Cast of Sid Finch*)-, Simon & Schuster

has one for Eleanor Berman (*The Palm Air Spa*).

Many of these miniprograms (lasting typically five minutes) were originally produced to appear on local television talk shows in lieu of author appearances. By being replayed in bookstores, videos can get added mileage. The videos are one more marketing tool, like in-store posters, that publishers don't pay the bookstores to use. The TV screens cost the store about \$500 each to install. Waldenbooks, for example, has video screens in one-third of its 1,100 stores, ranging from San Antonio to Levittown, N.Y.

"It definitely helps sales," says Dorothy DuBois, manager of the Waldenbooks in San Antonio's North Star Mall "I would love to have more author videos because they can make even the not-so-exciting books sell. Our store sales of a legal guide for U.S. citizens, *Know Your Rights* by Richard Alderman, tripled during the few weeks we ran the video."

Of course, not all authors have the personality or the desire to promote their books. Thomas Pynchon, author of *Gravity's Rainbow*, for example, has never even allowed his photograph to appear on a dust jacket. But it's safe to say that for every Thomas Pynchon there are two George Plimptons or Tama Janowitzes. "No one can sell a book better than the author can," says Bruce Harris, director of publishing for Crown.

The *Slaves of New York* video, backed by a jazz soundtrack, starts with the author signing books in a Manhattan bookstore and, then follows her partying through New York City. "I want writing to be tough and raw ...

about people crying desperately to connect with each other and missing by a mile," she tells her potential readers. The video has thus far appeared more than 60 times on such cable television shows as HBO, MTV and Cinemax and it is still running.

Crown doesn't have to pay for air-time (record companies don't pay to get their music videos played on MTV, either), so it gets the book plug free. The television stations say they air them because they need "quality" filler material.

The results have been promising. *Slaves* has sold some 50,000 hardback copies at \$15.95—ten times more than the average sale of a first novel. Paperback sales are good, too: 120,000 to date at \$6.95, compared with ±: usual 100,000 copies sold at \$3.95 for a top seller.

Of course, it hasn't hurt that Tama Janowitz has also been on the *Today* show and David Letterman's *Late Night* program. To create excitement for her new book, a five-minute video for *A Cannibal in Manhattan* has already started to appear on Showtime.

Are literary videos just a summer fad? It doesn't seem so. In addition to Waldenbooks, other major booksellers say they will be putting up screens in their stores. And Showtime, with 8.5 million cable subscribers, has a new fall series called *Byline Showtime* that plans to feature such writers as Roy Blount and Calvin Trillin. *Showtime*, scheduled through fall with one author airing per month, will produce the tapes itself.



Six from the Tama Janowitz book video

F: VIDEO CASSETTES MKT

Better Homes Launches Videos With Aggressive Campaign

MEREDITH
VIDEO
PUBLISHING

By Dan Bencivenga

MEREDITH CORP., publisher of *Better Homes and Gardens*, has embarked on an aggressive direct mail campaign to introduce its new line of how-to videos.

Making its first foray into the videocassette market, Meredith attempts to capitalize on its recognition as one of the nation's leading publishers of home service books and magazines.

"We've been monitoring the VCR market for over five years," explains Bruce Boyle, publisher of *Better Homes and Gardens Home Video Library*. "In 1983 only seven million U.S. households owned a VCR, but by the end of 1987 over 50 million VCR's were sold. It's only natural that we would reach out to the consumer with how-to videotapes."

Before entering the market, Meredith attempted to gauge the interests of its target audience by running a reader survey in *Better*

Homes and Gardens. Of the publication's nearly eight million subscribers, 85,000 responded to the questionnaire.

"We researched the market to find out what subjects were in greatest demand among consum-

Before entering the market, Meredith tested the interests of its target audience with a reader survey.

ers," says Boyle. "Then we concentrated on presenting information in a way that focuses on showing and doing. That means more than just talking heads on a screen. Video can demonstrate step-by-step procedures better than any other medium. It can provide a very person-

al, one-on-one, teaching and learning experience."

As a result of the reader survey, Meredith developed three how-to videos. Titled "Foolproof Flowerbeds," "Wallpaper Like a Pro," and "Cooking Made Microwave Easy," the videos make use of Meredith's wealth of editorial experience and a concise, easy-to-understand format.

Meredith has taken a variety of approaches to marketing the new videos. On the retail end, the company has set up test markets in Kansas City, MO and Minneapolis, MN. "We're trying two different approaches," said Krista Martin, a spokesperson for Meredith. "In the first, we're marketing and distributing the videos ourselves. In the second, we've hired an outside firm to complete those tasks."

In addition to its retailing experiments, Meredith has relied on a heavy dose of direct marketing to gain visibility for the new videos. Initially, the company used package inserts to get its message out to consumers. Meredith created 5,000 inserts for each new video. The inserts were included in how-to books marketed by *Better Homes and Gardens'* mail order book club and in the video packages themselves.

"We wanted to test each video separately," notes Martin. "There is no one direct mail sheet or insert that includes all three videos. Different mailings have their own code number so we know how much response is coming in."

In addition to the package inserts, Meredith mailed out 30,000 invoice stuffers. The company targeted a randomly selected group of subscribers to *Better Homes and Gardens*, *Ladies Home Journal* and the *Better Homes Book Club*.

Meredith's how-to videos include such diverse topics as gardening and microwave cooking.



Ten thousand invoice stuffers were sent to each group.

"Our strongest market for the videos is likely to come from within our subscriber base." indicates Martin. "So we wanted to see what kind of response we got from a random selection of different subscriber groups."

In its most ambitious mailing to date, Meredith sent out 35,000 polybag mailers, again broken down by video subject, and again sent to a randomly chosen list of subscribers. This time, however, Meredith increased the number of subscriber categories to which it mailed.

In its most ambitious mailing to date, Meredith sent out 85,000 polybag mailers, broken down by video subject, to randomly chosen lists of subscribers.



Better Homes and Gardens video offers do-it-yourself wallpapering.

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"Fifteen thousand were sent to people we know to be bookbuyers: 15,000 were sent to members of our cookbook club; 15,000 were sent to members of our crafts club, and 15,000 were sent to a group of people who responded to the original questionnaire. In addition, we sent two test pricings for the microwave video. Those totaled 10,000 and were sent to *Better Homes and Gardens* subscribers." says Martin.

The polybag mailers included descriptive information on the videos and an order reply card. Martin, who could not reveal the cost of the mail campaign, indicates that response has been good thus far. "We won't be totaling all the responses until the end of March." she remarks. "So it's really not fair to comment on its success, but you're pleased with the results so far."

Meredith is currently planning another polybag mailing of similar scope. The mailing will target different members of the same subscriber categories and go to about 80,000 names. "We're finding that direct marketing is an effective way to test our audience and develop our market." concludes Martin.

Publishing's newest frontier: Home video cassettes



The profit potential in producing home video cassettes is just one of the reasons publishers are thinking about getting into this expanding field

BY DAVID H. FOSTER

Articles on publisher participation in production of home video cassettes have appeared frequently, and those in those popular press have left the impression that everyone is doing it, or about to. There are enough examples of magazines that are in the market (for example, *Esquire* and *Golf Digest*) to enliven a story.

However, although the number of publishers who have actually taken the plunge is far fewer than the press has implied, there is no end of curiosity. And there are several good reasons for publishers to get on the home video bandwagon:

1. *Its great exposure for your magazine. Golf Digest, for example, has*

David H. Foster of David H. Foster & Associates, Inc., a consulting firm, and is also publisher of a newsletter called Circulation Hotline. Prior to forming his own company, he was circulation planning director at Times Mirror Magazines

gained extensive, positive publicity for its instructional series of tapes.

2. *Home videos with your name on them may help you competitively.* This society is becoming more and more visual in its orientation. Home videos are hot right now. Publicity about your participation can attract positive attention from both readers and advertisers.

3. *Home videos can help you spread your message more widely.* Publications such as *Outdoor Life* and *Consumer Reports* have developed and brought on the air programs designed to enhance viewer awareness of issues. The audiences reached with these programs are probably different from the ones that only read the publications. Promise of profit

However, the most important reason publishers have been considering the market for home video cassettes is financial. Since the commercial arrival of video cassette recorders in 1975, there have been huge expectations for their potential.

To date, most articles and publicity have continued to focus on the potential financial rewards to be gained from participation in the

market for home video cassettes. VCRs sell at the rate of 20,000 a day. As the average price for a decent machine has plummeted to \$250 or \$300, sales have accelerated, and the prospects for continued expansion of hardware sales have never been brighter.

Publishers hope to reap their part of the bonanza in software. That some big companies—such as *Readers Digest*, The New York Times Company and Scholastic are making entries suggests live possibilities.

The impression of momentum has been fed by reports of book chains such as Walden Books, making room for video cassettes. Daily, the book chains are being joined by other large chains, such as supermarkets and K-Mart. The expectation of great profits is further heightened by reports of some runaway successes generating millions. The example used most often is the Jane Fonda workout tapes.

Behind the hype, however, is a different reality.

To begin, a potential customer has to be able to get his or her hands on the tape.

To gain shelf space for your program in a video specialty retail store (which may carry as many as 2,000 or 3,000 titles), you must convince the manager that it will sell or rent more often than some other program he can stock.

Because most sales and rentals to date have come through Mom

David H. Foster is president of

and Pop video stores, optimists have regarded the participation of large chains as a panacea that will open things up for the supplier. We disagree.

The basis of getting into and staying in large chain operations is the revenue generated per square foot of space relative to the revenue per square foot of some other product.

Using this reasoning, at best what can be expected is that outlets in these chains will cull any pockets or space devoted to video cassettes to turn over inventory as fast as possible. This means that, like paperback books, the most likely candidates to be sold in mass outlets will be proven bestsellers.

A recent analysis of sales of home video cassettes by David Foster & Associates, Inc., has demonstrated that bestsellers are primarily first release, feature length films. Chances are that your offering is not competing with the film studios for feature length films. This means you are probably supplying a specialty item, such as a how-to kind of program.

A survey of the catalogs put out by major video cassette dealers at retail will show relatively few how-to programs. However, the number keeps growing. And it will continue to grow because "narrow-casting" and special interest programming designed to reach a very select audience is where the possibilities lie for most would-be producers. Additionally, with so many people buying video machines, if even small percentages of them require specialty programming, a market of some dimension is assured. The necessary attributes

Nevertheless, with so much product available and more hitting the market every day, your cassette, in order to sell, has to have something that will make people notice it. And it has to have characteristics that will make people want to buy it. What are they?

1. *Stars* are often featured to gain market recognition. It must be painted out; however, that use of stars will not guarantee sales. In the exercise field, for example, Jane Fonda's tapes have far outsold those put forward by any other personality, largely because of being first and heavily promoted.

2. *Repeatability* is essential to get people to invest in a tape. Even at low prices, it makes no sense to spend money for a tape that will be played only once and then stored on the shelf for a long period.

kinds. Classic movies are a case in point.

4. *Shelf-life* provides a leg up for a publisher who wants to defray the costs of programming by producing some* thing that sells well over time. This strategy is apposite the one that goes for an instantaneous big kill.

If it is not obvious by now, it should be pointed out that there are three things that are required for a successful home video cassette program. They are product, and product and product. Perils of production

Assuming you are still interested in entering the home video cassette business, there are still some perils to look out for. They lie in production.

Let's take a very obvious example familiar to publishers who

have experimented with television commercials. As they have learned production of a film or video is unlike putting the printed word to paper. To cite one item, compared to print, costs involved in making changes are multiplied many times over; they can become astronomical.

Another important consideration is management. Film people are not print people. They have a different style. It is critical to get a producer and director with whom you can work.

				Sales to	
Customer	Outlet	Price	Margin	Retail	Direct
Consumer	Retail	\$19.95	32.00%		
Retail	Wholesale	\$13.57	12.00%		
Rights owner	Wholesale	\$11.97			
Revenue to right* owner				\$11.97	\$19.95
Expenses					
Duplication				\$4.00	\$4.00
Package					
Tape				0.75	0.75
Case				2.50	2.50
Paper Wrap				.25	.28
Other				.50	.50
Total package				\$4.01	\$4.01
Freight/Mail				.25	1.50
Total expenses				\$8.26	\$9.51
Contribution •				3.71	10.44
Production cost				\$125,000	\$125,000
Unit sales to break even before marketing/royalty				33,693	11,973

3. *Collectability* assists the sale of programs—but only certain

producer and director with whom you can work.

A third item is the way the final product is put together. In print, you can type it out, pass it around, edit it, retype it and re-edit it. With a film, what comes out is what the director sees. It could be argued that a lot can be done in the editing room. But this is true only if there is abundant footage, and even multiple shootings. For the kinds of programs under consideration here, the degree of flexibility required to exercise meaningful choices is small. This means you are risking the success of the program on the judgment of individuals who are outside your artistic control.

Another consideration for some is the difference in the medium itself. Often people who are attuned to the nuances of words don't pick up or can't adjust to the subtleties of a visual presentation. A good sense of design helps you put out a good magazine, but it isn't sufficient for producing winning film.

The payoff

Even with all the above risks, some have decided that there is enough of a good future that they want to be in the game. Let's examine the economics as they are today.

The best and quickest way to illustrate the current state of affairs is to look at a breakeven analysis. The accompanying table shows unit sales required before marketing and royalty expenses. To put these figures in perspective, a cassette that sells 40,000 is considered a best seller.

Although it is doubtful that a publisher should regard participation in the market for home video cassettes as a way to beef up a bottom line in the near term, there are some signs that the economics may change.

Changes in this marketplace are coming so quickly, that anything is possible. And the prudent publisher is one who has his eye on it all the time, with a game plan ready when the time appears to be right.

How many sales do you need to break even? This analysis shows that 33,693 is the magic number required on a cassette that brings the owner \$11.97, before marketing and royalty expenses. For perspective 10,000 is a bestseller.

"other." Eliminated from the possible answers were some 25 different business/industry classifications, such as bar or ice cream parlor.

This approach, Burdick says, seeks only pertinent information, thereby reducing clutter and "making it easier for the recipient and easier for us." (He adds that the question must include "other" so that there is no suggestion the recipient is being led to an answer.) This qualification form conforms to Business Publications Audit of Circulation rules, he says.

Another tailored question on the Qual-A-Gram incorporates the name of the business—for example, "Is this location of South American Restaurants a multiunit headquarters or regional office responsible for two or more operating establishments?"

Rather than adopt the usual prac-

tice of mailing a personalized computer letter as a "last ditch effort" (see "Computer letters aid business publishers circulation efforts," FOLIO, September 1986, page 22), Burdick mails Qual-A-Grams on each effort of a requalification series. But Burdick's letters are used only for requalification, not as a prospecting vehicle. "They work better when a recipient already knows the magazine," he explains.

Pull like 'gangbusters'

The personalized letters "pull like gangbusters," says Burdick, drawing a 14 percent to 15 percent better response than did his best previous requalification effort. It has become the "control" for requalification against which all other efforts are compared.

The cost of the laser-printed Qual-A-Gram is \$227 per thousand, which

includes a third class bulk postage charge. This is about \$27 per thousand more than a standard direct mail qualification form, and about \$77 per thousand more than a qualification form that can be folded and mailed by itself, without an envelope. In an earlier qualification form, Burdick used color and spent more than he does on Qual-A-Gram letters; the results of the color effort were less impressive.

Burdick's computer service bureau handles programming (using information supplied by Burdick) and processing for the Qual-A-Gram. The initial programming charge is between \$1,200 and \$1,500. Burdick adds that the price is less for a publisher whose qualification form contains fewer questions than his does; programming charges for amendments to the form run a few hundred dollars. □

Business publishing firms jump on video bandwagon

Videos offer training tips, attempt to be business magazines on videotape

■ Taking advantage of the video boom of the 1980s, a number of consumer magazines have been marketing video products that cash in on the magazine's name and expertise in a subject area. Now some business magazine publishing companies are getting into the act. A few major firms—Lebhar-Friedman, McGraw-Hill and Maclean Hunter—have produced or are participating in the production of videocassettes directed to their subscribers or related markets.

Nation's Restaurant News, a weekly Lebhar-Friedman publication, sponsored "The Power of Positive Drinking," a video aimed at restaurant owners and managers who subscribe to the publication. The 55-minute, documentary-style video offers instruction on how to profitably sell liquor at a time of reduced alcohol consumption. Priced at \$195, the video is being marketed to subscribers through direct



Retail Insights, a subsidiary of Maclean Hunter, produces three business-oriented videos, which profile retail outlets and suppliers and discuss marketing techniques for the supermarket, convenience store and restaurant industries.

response ads in *Nation's Restaurant News*, direct mail and telemarketing.

Career Dynamics, a Chicago-based video producer, handled the research, production, marketing and fulfillment of the video; the magazine served as a

consultant, offering guidance on the editorial content and marketing and lending its name to give the video more credibility in the restaurant industry, says Arthur Anderman, publisher.

Anderman says he got involved in

7/10 4/8

UPDATE

the video project because he saw a "crying need" in the restaurant business for training films. The film should also serve to bolster the magazine's image in the industry. "We're always trying to make *Nation's Restaurant Sews* more important in the minds of restaurant operators," he says.

Three advertisers—Jos. E. Seagram St Sons, Pierce Foods and Anchor Foodservice—ran short commercials at the end of the film. Advertisers generally pay between 52,000 and 54,000 per minute; publishers keep that revenue, explains the producer.

Anderman says plans to make three more videos this year depend on the sales success of "The Power of Positive Drinking," which had

just been completed at press time. The publisher declined to specify how revenue and costs are being divided between the magazine and Career Dynamics. The joint venture with *Nation's Restaurant Sews* was the first for Career Dynamics, but Kenneth Cox, its director of new ventures, says the firm plans to offer a variety of arrangements to publishers, ranging from a 50/50 split to complete ownership of the property.

Whatever the arrangement, the cost to produce a video is between 52,000 and 53,000 per minute, depending on the specific production plans, says Cox. Cox believes that, there is a wide opportunity for business magazine publishers to try their hands at video.

"Very few are doing it," he says. Publishers can use videos as a merchandising tool in ad sales, offering advertisers a free spot on the video in exchange for a commitment to additional pages in the magazine, he adds.

Some business magazine publishers have taken a different approach to videos. McGraw-Hill, for example, is producing its own quarterly video called *Aviation Week Video Magazine*. Aimed at subscribers to the company's *Aviation Week & Space Technology*, the 40- to 75-minute films each examine a single topic in the aerospace field. (See "More magazines are on videocassettes." FOUO—January 1987, page 44.) One of the biggest

producers of business-oriented videos is Retail Insights, a subsidiary of Maclean Hunter Limited. The firm, founded in 1981 and purchased by Maclean Hunter in 1965, puts out three videos on a regular basis—*Supermarket Insights* monthly).

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Convenience Score Insight (a bimonthly) and *Restaurant Insight* (a bimonthly). Containing reviews or features on stores and marketing techniques, the videos attempt to be "business magazines on videotape." a Steven Nicolet, editorial director or tail Insights. Each of the three vie magazines are made in two differ; versions—one for retailers and one manufacturers. The stories are similar; but with a different emphasis.

Maclean Hunter also offers *Progressive Grocer*, which is received: by the same people targeted by Re: Insights.

Viewers of Retail Insights' vice-represent a "specialized circular." says Hal Clark, vice president of operations and administration. Names potential viewers are found through significant amount of research." says. "They go to the appropriate person in a company—the director of merchandising, head of store operations c the chairman of

the board—who is most likely to view the tape and share ideas with colleagues."

HOW TO REPLACE UP-FRONT COSTS WITH ROYALTIES (How To Convert Vendors To At-Risk Profit Partners)

Just recently, a speaker-client of mine convinced a very good video production company to do all the work of recording, editing and producing a series of 6 videos for him to sell — all "on the cuff." He's going to sell the six videos for \$499 — and pay the video guy \$99 each time he sells one. (His duplication and packaging cost will be about \$35...so he'll "net" \$365 or each sale. In 1991, he expects to sell 200 sets. If he's half wrong, he'll still make \$36,500.00 he wouldn't have had otherwise. So will the video guy.)

Yeah, I know: he's charging too little. And he gave the video guy too much. Those are other topics. The point is that these kinds of deals can be easily made.

You just need to get to know some appropriate vendors, let them get to know you, and convince them that they can make more money — preferably a lot more money — by "being" with you rather than charging you.

I "leverage" a lot of my product development costs, particularly in the video production realm. The formula I typically use is to have the vendor build an invoice at his customary rates, just as if he was going to bill me outright. This gives us what I call a "base number." Let's say it's a video deal, and the "base number" is \$10,000.00. I then want to pay him \$X.00 royalty per sale until he recovers the \$10,000.00 — as big as 'X' as I can afford, so he recovers his money quickly; then drop to \$Y.00 royalty per unit (often 1 of X) until he has doubled the base...thus making twice as much as he would have by just charging me for services rendered. "Then, drop to \$2.00 royalty per unit (very small) in perpetuity.

Another, similar approach' is to cover the vendor's "hard" costs, then "'leverage" all of his profit-and labor.

Using this kind of a strategy, you are doing two, I think, important things: one, you are essentially raising risk capital with no obligation to re-pay it and no interest cost and no sacrifice of equity in your whole business. Two, you can speed up the development of your product line and move much faster than your own finances might permit.

Some vendors won't (or can't) play this game. If you want to do this and your vendor says 'no', what should you do? Right. Find a vendor who will say 'yes.'

BOOKS AS INFORMATION PRODUCTS AND A LOT OF GOOD INFORMATION ABOUT THE BOOK BUSINESS

The first last and only "job" I've had as an adult was as a publisher's sales representative for a then tiny and under-respected West Coast publishing house, Price/Stem/ Sloan. I got a five state territory full of bookstores and other accounts that had been lied to, abused and then ignored by the previous rep. a company car, a suitcase full of samples, a \$700 a month salary, an expense account and a bonus plan — and I was thrilled beyond all comprehension to be in "the book business." (I was then and am grateful to this day to Chuck Gates, then the Sales Manager, now the President of P/S/S for taking a chance on a kid right out of high school, with no experience and not a helluva lot of sense. And here and now, I want to take this opportunity to apologize to him for the abruptness of my resignation.)

I'll tell you something — I learned a lot about the realities of the conventional book business in the 18 months or so I was out there on the dusty bail. And most of what I learned, "authors" don't want to know.

With rare exception, if your primary motives for writing a book are to get lots of copies sold and to make scads of money self-publishing and self-marketing is your only hope. (There are

a great many things wrong with the conventional publishing business, notably that editors rather than marketing people control the product decisions.)

I suspect everybody's got at least one really good book in them suitable for self-publishing and self-marketing, as the first product and start of an information products business or as part of such a business.

There are two very, very, very, very good and comprehensive books about self-publishing that I recommend: THE ENCYCLOPEDIA OF SELF-PUBLISHING by Tom and Marilyn Boss and HOWTO SELF-PUBLISH YOUR BOOK by Melvin Powers (see Appendix). Any additional detail I've provided here would be nothing but a poor copy of these really great books, so I suggest you get them.

One very good use of a self-published book is as a sales media. When you offer a free book you get response! (Or a low priced book.) About a year ago, we used that strategy for a client of mine....developed a 150-page paperback book that really showed of This expertise and promoted all his products and services, then offered that book to his target market at a real cheap price and the

results were so good, he's going back to press with a 2nd Edition and expanding the ad campaign.

Selling within a book lets you sell with maximum credibility and maximum attention given to your message.

And, when you self-publish, you don't have any restrictions on the promotional, self-serving nature of the content or how many pages of outright advertising you include — you're in charge!

GETTING YOUR BOOK "PUBLISHED"

I advise self-publishers to forget the "mass market paperback size" and stick to either trade paperback or conventional hardcover (5 1/2x8 1/2") or oversize paperback (8 1/2 x 11") so you can avoid having to commit to a large print run. There are printers who specialize in "short-run" book publishing, that welcome orders from a few thousand copies of a book, do a good job, and offer fair prices. Many of these regularly advertise in WRITERS DIGEST.

I work with a vendor that does a good job and will print as few as 500 perfect-bound books at reasonable prices.

For some book products. I use the super-cheap "galley bound" approach: it looks just like a perfect-bound, trade paperback, but the cover and paper stock are a little thinner, the glue binding a little less durable. (This is often used by regular book publishers to put out a small number of advance copies, for reviewers and key buyers.)

COVER DESIGN

If your primary marketing method will be selling from the platform, at speaking engagements, or off the shelf in bookstores, you need a cover that is well-designed, colorful and, usually on the back, lists a lot of interesting "headlines" that sell the book. If the book will be bought "sight unseen", this is much less important

TYPESETTING

One of the nice things about selling "information products" that are purchased for the value of the information is that 'cosmetics' doesn't matter much to 90% of the buyers (as it shouldn't). This book, for example, was prepared on an ordinary word processor. If professionally typeset, in-house with my own company's capabilities, it would still have cost nearly \$2,000.00 to typeset this book. If you went "outside" to a typesetting company with

this same job, you might invest twice that much, maybe even more.

It's ironic — the more expensive the product, the less this matters, in most cases. In my product line, for example, our \$10 books are either typeset or desktop-publishing prepared; our big-ticket items are prepared on the word processor.

Several years ago, incidentally, I made a truly terrible business mistake; I decided to invest in "desktop publishing", do it right and deal with the best, so I called in Xerox and let them diagnose and prescribe the best "system" for our needs. Let me tell you what I have come to believe about the Xerox people: they look great, they sound right, but they are either incredibly ignorant or outright rip-off artists or a combination thereof. They raped us unmercifully. We wound up with a \$45,000.00 system that didn't do 10% of what was promised. They lied in their presentation, and then dodged the problems later. After a year or so of battle, I wound up simply unbagging the garbage and it sits now, in a room of its own covered with cobwebs.

A friend and client of mine has a nearly identical horror story with IBM.

Beyond that, my opinion

of the entire computer industry and computers in general is not very kind.

Of everything I've seen, if I were to go at it again, I like Apple. And I think it's significant that one of the most sophisticated, progressive developers of imaging systems (MARS) chose Apple for their hardware. I have several cheats with Apple systems and they are all happy with them. Everybody I know with any other type of system bitches about it

However, personally, I'm in no hurry.

BOOK PRODUCTION SERVICES & ASSISTANCE

If you are going to do a press run of at least 500 paperbound books, we'll be happy to handle it for you. You can call me personally to discuss details.

I am also available for ghost-writing assignments.

This Author's "Self-Published" Books"

1. Confessions Of An Entrepreneur
2. Confessions Of A Sales Superstar (Why & How To Sell Your Way Through Life)
3. Well-Adjusted Advertising (For Chiropractors)

4. Selling Smiles (For Dentists)
5. How To Write A Million Dollar Sales Letter**
6. It's About Time (co-authored with Bill Brooks)
7. Secrets To Guaranteed Goal Achievement (co-authored with Foster Hibbard)
8. The Ultimate Information entrepreneur

*Publishing under trade names Empire Publishing, Empire Communications Corp., Merit Publishing.

•• Discontinued. Replaced by: THE ULTIMATE SALES LETTER published by Bob Adams Press.

CONVERTING SELF-PUBLISHED INFORMATION PRODUCTS TO BOOKS, FOR BOOKSTORE DISTRIBUTION

The book publishing industry is full of instances where an author, usually a very frustrated author, has ignored all the rejection slips, self-published his book, made it successful usually via mail-order, and then gone back and cut a deal with a conventional publisher. For a different reason, you might want to pursue this same strategy.

The chances of getting rich on royalties from a non-

fiction, how-to book with a conventional publisher are pretty slim. I know it happens, but I know a guy who got struck three times by lightning too. Don't hold your breath. However, there are other benefits to being on the bookstore shelves, including a special kind of credibility that is useful to speakers and consultants; and as a means of acquiring new customers for your other products — in other words: free advertising.

My book, THE ULTIMATE SALES LETTER, published by a conventional publisher, Bob Adams, and distributed in bookstores is a minor re-work of a manual and audio tape product I sold for several years myself, under the title: How To Write A Million Dollar Sales Letter.

I made good money off that product with my own lists of loyal Dan Kennedy Tans". But then I decided to use it another way — for the credibility and exposure that rarely comes from self-publishing, I got an "okay" advance, the book has done well so I've gotten some royalties, but more importantly it's being out and in the stores has brought me well over \$100,000.00 in consulting business plus a lot of inquiries for my catalog.

Just remedy, I did the same sort of deal with a different publisher Self-Counsel Press, in this case taking bits and

pieces of several of our products including, notably, a "dead one" and re-working is into a boxed set of four books for the novice entrepreneur.

In 1991, I hope to take my self-published book: 'Confessions Of An Entrepreneur', which has served me well as a self-published "give away item" for three years and find a home for it with a conventional publisher.

If you have reason to desire becoming a published author with a conventional book publisher, the path may start with publishing your own information products, proving their sale ability, then doing this kind of "conversion.**

HOW TO GET YOUR BOOK PUBLISHED BY A "CONVENTIONAL" BOOK PUBLISHER AND SOLD IN BOOKSTORES

I have marketed my own book proposals direct to publishers and. more recently, I have worked with an agent, so I offer my comments from the perspective of someone who has gone both ways.

My book READY-TO-GO SALES MEETINGS was sold through my own efforts to Asher-Gallant Press, a publisher which markets its books almost exclusively through the Caddylak Systems

business products catalogs — of which millions are mailed each year.

I also served as an agent for a client of mine, David Apts, and sold his book on industrial back injury prevention to a very good business book company Lewis Publishers. I know how to get past the "slush pile" and get the attention of decision-makers in publishing companies.

Still, in most cases. I prefer to use and recommend the use of an agent. My agent placed my book THE ULTIMATE SALES LETTER and, subsequently, a sequel THE ULTIMATE MARKETING PLAN with a good, small publisher Bob Adams, and they've done a very good job on my behalf, including distribution throughout the Daltons and Waldenbooks systems.

I think my agent has gotten things done faster than I could have on my own, gotten me better compensation than I would have on my own, and even led to better distribution. I believe a good agent adds value.

Publishers are usually willing to pay more attention to and pay more money for a project that comes from a respected agent than for a project that comes from "over the transom."

How To Get a Good Agent

Let me tell you what I did: I went through the agent listing in WRITERS MARKET and LITERARY MARKET-' PLACE (available at your bookstore), studied the descriptions of the types of books and authors they represented, and selected about a dozen agents that seemed to "lit" with my author qualifications and planned projects. This gave me my "bit list."

Then I developed a strong sales letter, introducing myself, briefly listing and summarizing several of the projects I had in mind, and sent it with a few enclosures — article reprints, for example — to all of the agents on my hit list

Then I waited.

Had there been no response, my plan was a second mailing to that first hit list, plus the selection of another group of candidates to get mailing number-one. And I was prepared to ultimately contact every agent and, if necessary, go back and start all over again.

Fortunately, that amount of determination never became necessary.

Three of the first group of agents contacted me. I talked to two of them, and felt best about one of them. He and I agreed on the best of my suggested projects to work on

first He provided guidelines for developing a proposal, and I went to work. It took three attempts to get that proposal right, before he was ready to "shop it" to editors he considered most appropriate. In less than three weeks, we had a deal for THE ULTIMATE SALES LETTER.

I think you can follow this 'model'.

What Will Interest An Agent? And Then Interest a Publisher?

There is a running joke in Hollywood, in the movie and television show business that goes like this: Producer says to Staff: to get me a movie that's the same as (insert name of current blockbuster) but different." It is the same in the book business: what's desired is something that's the same as the current and upcoming hot books, but different. If you find that confusing, you're right; it is. A challenge is to come up with a new twist, a unique perspective on a topic that is proven and currently "hot".

Also, you are key. What makes you a credible, qualified author? And what makes you an interesting, promotable personality? Everything you can bring to the table is important, including track record, credentials and expertise; famous people willing to write cover blurbs or the introduction for the book; publicity you've obtained and

publicity opportunities you can use for the book; even marketing and sales of the book through your businesses or associations. (There is no doubt, for example, that the big dollar book contract given Charles Givens was helped along by his own immense subscriber/ "member" base — the equivalent of guaranteed sales of tens of thousands of copies of his book. Tony Robbins' big dollar book contract is thanks to all of his TV infomercial exposure.)

Care And Feeling Of An Agent

Like it or not, there are a hell of a lot more good authors with good books struggling to get agents than there are agents looking for new authors. So, once you get one of these birds, you want to keep him or her happy. Here are a few key suggestions:

1. Be flexible and cooperative. If the agent's worth his money, he knows more about getting your book proposal right and getting your book placed with a publisher than you do, so don't fight his recommended changes.

2. Be responsive. Keep deadline commitments.

3. Do NOT "bug" him every three days for progress reports. It won't get anything done any faster. This is not a 'squeaky wheel gets the

grease' type of deal. It just doesn't work that way. Also, when you do initiate communication, it's better to do it by letter or FAX than phone — give him the opportunity of responding when it's convenient.

The Book Contract

There are 7 standard contract items that have been of special concern to me and probably should be to you:

1. Advance
2. Royalties
3. Author's Rights To Purchase and Distribute
4. Advertising and Publicity
5. Subsidiary Rights
6. Return of Rights
7. Publication Schedule
8. Advertising in the Book

THE ADVANCE is a "loan" to the author, to be "paid back" to the publisher via deduction from royalties.

An Advance may range from 5500 to \$50,000 or more, although "average" advances for non-fiction, business or self-improvement oriented titles typically run from \$1500 to \$5000. Some authors believe that the size of the advance represents the size of the publisher's commitment to promoting the book, but I have not personally found this to be always true. There are many factors that determine the size of the advance and bigger is

not necessarily better. Also, if you are a first-time author in the conventional publishing world, your first advance will be small, barring some unusual 'celebrity factor' at work.

Incidentally, nearly half of all hardcover books fail to even pay off their advances. With fiction, publishers recover via sale of paperback rights, magazine serializations, movies, cable, television, etc... but most of those avenues do not exist with information books, so the publishers' conservative position is understandable. In the case of ULTIMATE SALES LETTER, the advance was paid off and positive royalties flowing the first quarter, to my astonishment.

Some deals are done with the author taking the advance in books rather than cash, usually at true publisher's cost. If you have a means of moving a sizeable number of your own books, this might be a consideration for you. With a few publishers, it might be the "deal-maker."

ROYALTIES generally range from 5% to 15%. sometimes of retail, sometimes of wholesale (which can obviously make a big difference), and often against a sliding scale. An agent will not let you sign a royalty contract that is unreasonable or very deviate from that publisher's norms for all its authors.

Your chances of "getting rich" from royalties on an information book are darned slim. If you're at say, 10% of the wholesale on a \$10.00 book; that's 10% of an average \$5.00 wholesale price i.e. 50¢ per book. 30,000 copies sold — respectable for a business book — gives you \$15,000.00.

To go the conventional publishing route, you must have other, additional motives in mind, such as the credibility of being a published author and the exposure of being in the bookstores.

AUTHOR'S RIGHTS TO PURCHASE AND DISTRIBUTE are extremely important if you have the means to sell your own book, via speaking, seminars or mail-order. The "standard contracts" will offer authors discounts of only 40%, even 30% from the cover price and, for you, this is unacceptable. You need to explain your unusual circumstances and negotiate discounts of 50% to 60% off in minimal quantities or publisher's cost + 10% with a quantity purchase. In most cases, this is not a "sticking point" once the publisher sees you not just as an author but also as a distribution channel

However, I can't count the number of speakers I know who've gotten stuck with discounts of just 20%, 25% or 30% on then-own books, making it a bad deal for them to buy inventory, ship and sell

them. This is an important point

ADVERTISING AND PUBLICITY GUARANTEES are very rare and virtually impossible for a 'no-clout' author to get, although that needn't stop you from at least asking. I will tell you that most publishers do a miserable marketing job with most titles, so be prepared. If they get the book in the stores and on the shelves, that's better than a *6* on an 1-to-10 scale of publisher performance.

If you want that distribution to turn into exposure, you'd better take it from there, Ad x elsewhere in this book about publicity, news releases, radio interviews, etc will be of help to you.

On the other hand, if you have a publisher actively working on generating TR" for your book, by all means cooperate in every possible way. I'm told that the typical author's appearance on the Donahue Show, for example, moves about 50,000 books off the shelves and I don't doubt it. These kind of national TV exposures are truly golden opportunities. It's your job, once one is arranged, to dutifully prepare to deliver a strong impression and a sales message that will drive people to the bookstores.

It's also a good idea to "befriend" as many people at

the publishing company as you can, not just your editor, but executives, marketing people, and the in-Held salespeople who actually get books on shelves (or don't). My first job was as a find sales rep for a book publishing company (Price/Stem/ Sloan), and I'll never forget the few authors who came to the annual sales meeting and took the time to buddy up to us reps. I can assure you that we pushed their books the hardest

That's why I now go to the ABA each year (American Booksellers Association Convention — see Appendix); so I can meet people from the publishing companies I'm with or hope to be with, including the salespeople. Given the opportunity, I'm happy to hang around the publisher's booth, help the salespeople talk to buyers, sign books, fetch Cokes, whatever.

In December, 1990, I closed a four book deal purely because I had gone to the ABA and gotten face to face with the president of a publishing company.

SUBSIDIARY RIGHTS include book dubs, reprint in other forms, serialization, and possibly of special interest to you. audio and video rights. A 50-50 split between author and publisher on subsidiary rights is pretty common. But you should be careful about audio and video rights — I know a couple professional speakers

who have wound up unable to continue recording their seminars and selling the tapes after signing a "dumb deal" with a book publisher.

RETURN OF RIGHTS is important to any information products marketer — when (not it) the book dies and goes out of print, you should be certain all rights revert to you. You may want to then self-publish the same book or a modified version, to keep selling through your own business methods.

PUBLICATION SCHEDULE - if it's important to you, you can get a contract that binds the publisher to a publication and distribution schedule.

ADVERTISING IN THE BOOK is extremely important and somewhat unusual. You will want a promotional announcement, offering your catalog or a free newsletter or something to get the book's

readers to contact you, get on your mailing list, and ultimately buy other information products directly from you. This 'free advertising' can be immensely valuable. From my perspective, this is the single most important contract element and a prime reason for my writing books.

I know of one financial newsletter publisher who added over 50,000 names to his mailing list and converted over 10,000 as new subscribers thanks to a promotional 'plug' in one of his books. The money made from those 10,000 subscribers at \$150 a pop for the newsletter plus subsequent sales of other books, tapes and seminars far surpassed the advance and royalties from the book. His is not an isolated incident either. Personally, I have not yet been so fortunate, but I have acquired some quantity of new names, new customers, and a few very good consulting clients as a result of the promotional "plugs" in my books.

As you can see, I have considerable experience in this

field and invest time and money in staying up-to-date and continually expanding my contacts in the publishing business. If you have a viable project that I might help you find an agent or publisher for, I'd be happy to consider doing so on a fee basis. I'm also interested in good coauthor opportunities.

Please write to me about these matters; do not phone.

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**LIST OF DAN KENNEDY'S BOOKS
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1. The Ultimate Sales Letter (Published by Adams Media)
2. The Ultimate Marketing Plan (Adams Media)
3. The No B.S., No Holds Barred, Take No Prisoners, Kick Butt And Make A Ton Of Money *BUSINESS* Success Book (New Edition being released in early 1998 by Self Counsel Press)
4. The No B.S. *SALES* Success Book (Self Counsel)
5. The No B.S. Time Management For Entrepreneurs Book (Self Counsel)
6. How To Make Millions With Your Ideas (Dutton)
7. How To Succeed In Business By Breaking ALL The Rules (Dutton/Penguin)

*Or order from 1-800-223-7180.

Sex, Fear and Big Ads Are a Winning Trio For New Publisher

Advertising Gets Much Credit
For 2 Straight Best Sellers;
Are All Generations 'Me'?

By LAUREL LEFF

Staff Reporter of THE WALL STREET JOURNAL

"A mundane sex life can be compared to a frozen TV dinner: It will keep you alive but it's not a gourmet banquet served in a posh restaurant."

So teases a newspaper advertisement for "Nice Girls Do—and Now You Can Too!" a frothy sex guide by a Hollywood psychologist, Irene Kassoria. The ad is also chock-full of specific advice on how to share in the feast. So specific that several newspapers refused to run it. "We didn't think it was the right kind of copy for a family newspaper," says the general advertising manager for the Pittsburgh Press.

But newspapers' skittishness doesn't seem to have slowed sales of the book, which is near the top of the New York Times best-seller list. Nor has it intimidated the book's publisher, Robert J. Ringer, the controversial author of the 1970s book "Winning Through Intimidation." Mr. Ringer dismisses the newspapers' action as "relatively insignificant."

A few ads in a few markets may not be crucial to the success of "Nice Girls Do," but Mr. Ringer's overall advertising strategy certainly is. Largely as a result of flamboyant marketing maneuvers, Mr. Ringer's publishing house, Stratford Press of Beverly Hills, Calif., now is two for two—two books and two best sellers in just one year. The company was founded in January 1980.

Manhattan Amazed

Using a hard-sell approach, unabashed appeals to Americans' self-interest and an unusual form of advertising, Mr. Ringer pushed both Stratford books to the top of the best-seller lists in a matter of months. Stratford's first book, "Crisis Investing," a dour chronicle of "opportunities and profits in the coming great depression," was the best-selling nonfiction hard-cover book of 1980, selling over 400,000 copies. Priced at \$12.50 for "Crisis Investing" and \$9.95 for "Nice Girls Do," the two books have reaped about \$5.4 million in revenues for Stratford.

The Manhattan publishing establishment is amazed. "Two books from a small West Coast publisher on the New York Times

best-seller list at the same time, it's just remarkable," says Susan Ginsberg, executive editor of Gulf & Western Industries Inc.'s Pocket Books unit. "People were very surprised."

Mr. Ringer, however, wasn't. Ever since 1973, when he published "Winning Through Intimidation" himself, after all the major publishing houses had turned it down, Mr. Ringer has been beating his own path to the best-seller list. After "Winning Through Intimidation," he wrote "Looking Out for No. 1" and "Restoring the American Dream." They were all best sellers and were published by Mr. Ringer's Los Angeles Book Publishers Co., a forerunner of Stratford.

Sitting in Stratford's makeshift Beverly Hills office, the 43-year-old Mr. Ringer doesn't look or sound intimidating. (He does, however inform this reporter at the outset of an interview that he intends to tape it.) The former real-estate broker and all-around promoter doesn't even sport the "dress for success" look one would expect from the man who wrote that "posture is everything." Instead, he looks like an accountant on his day off, wearing a velour pullover, corduroy pants and gray suede shoes.

Reams of Words

If his manner is nonchalant, his marketing approach isn't. Mr. Ringer uses basically the same carefully executed strategy to promote all his books. First, he introduces the book with expensive full-page newspaper ads, each cooperatively financed by Stratford and a bookstore chain, usually B. Dalton Booksellers or Waldenbooks. Unlike most ads, which emphasize pretty pictures and splashy slogans, Mr. Ringer's ads feature reams of words and one small photo of the author. It's what the ads say—Mr. Ringer writes them himself—that counts.

"The ads are a remarkable piece of persuasion," says Oscar Dystel, formerly Bantam Books Inc.'s chairman and currently a consultant. "Once you're hooked into reading the ad, you figure you might as well try the book."

Mr. Ringer also makes it as easy as possible to get the book. While many publishers run cooperative ads with the chain stores, and others sell books through mail orders, Mr. Ringer is one of the few to combine the two methods: Each of his ads contains a mail-order coupon that the reader can clip and send to the store. "To be a legitimate publisher you have to sell through bookstores," Mr. Ringer says. "You can sell thousands of books through mail order, and the general public will never hear about it."

This merchandising method permits Stratford to concentrate sales in two major chains with best-seller lists of their own that are highly visible in the publishing trade. The method also provides, through the chains' computerized weekly sales lists, a

quick measure of consumers' response to the ads.

The theory is that once the books appear on the chains' best-seller lists, other retailers will be encouraged to stock them; the authors will be invited to local shows and other promotional forums. That's only a matter of time before the books appear on more-widely-circulated best-seller lists.

J. Kendrick Noble, a publishing analyst for Paine Webber Mitchell Hutchins Inc. sees an additional reason for Mr. Ringer's success. "He has a gift for identifying books that buyers have a need for," Mr. Noble says. Mr. Ringer agrees and asserts that the public's appetite for self-interest books won't slacken.

"People in the media keep insisting that we're going through a period, that the 1970s were the 'me generation,'" Mr. Ringer says. "Every generation since neolithic times has been the 'me generation.'"

Mr. Ringer is particularly adept at identifying and playing on people's fears. A former "Crisis Investing," which he picked up from a small publisher who had sold through mail orders, warn that you probably "lose everything in the coming depression." But they assure you that if you read the book, you might be one of the "canny few that will not only survive, prosper."

"Nice Girls Do" isn't exactly "my cup of tea," Mr. Ringer says, but he concedes "there's a need for this kind of book." The book was in its fourth rewrite, and had been rejected by several publishers, when Mr. Ringer met Irene Kassoria at a party. She suggested that she borrow his editor, E. Shaahan, to help with the book. The psychologist-author describes the resulting collaboration as "a miracle."

She is less pleased with the book's advertisements. "They're too, well, sexy," she says. "The book isn't sexy. I wanted to be represented as a research scholar with a revolutionary approach to female sexual liberation. I'm making one of the most important statements about sex in this century." She apparently hasn't been upset enough, though demand that Mr. Ringer alter the ads.

Based on the success of his first books, Mr. Ringer plans to double his sales to 20 and move from his cramped quarters. He also plans to publish about a book a month beginning with an economics book, "The Alpha Strategy," in May. Mr. Ringer, who tends to talk in advertising slogans, describes "The Alpha Strategy" as "the greatest book ever written on the free-market philosophy."

Next summer he plans to publish a book for divorced fathers and another entitled "Living Alone and Liking It." He says he is "seriously negotiating" for six other books.

EXAMPLES OF GOOD IDEAS FOR SELF-PUBLISHED BOOKS

Promoted properly, the self-published books described on the following pages are, in my opinion, sure winners.

It's important to observe that they would also make:

1. Good audio tape courses
2. Good "guerilla video" products
3. Good newsletters



FINDING & FIXING OLD HOUSES

(for Fun and Fortune)

HAVE YOU EVER DREAMED of getting into a business where you could be really **CREATIVE**, work on your own time and make a **HANDSOME PROFIT** in the process?

You don't have to have a big bank account or be a skilled tradesman to do it. Anyone with enthusiasm or a desire to create - improve - visualize - **CAN DO IT!** Step by step, you will be guided through the entire procedure so that you can avoid the many pitfalls, and be...

SUCCESSFUL

... in your efforts to **FIND, BUY and FIX** an Old House and Make-a-Bundle in the process - full or part time - on a budget that you **CAN** afford!

"FINDING & FIXING OLD HOUSES" is not a "Before & After" picture book of what others have accomplished, nor is it full of glossy full color pictures of Decorator Ideas. It is a **PRACTICAL GUIDE** for a do-it-yourself person who wants to have some fun and really "Do Something Different!"

The authors first started with just \$600 cash which they wisely invested and went on to make a good profit by following the principles outlined in this fascinating book.

As you can readily see, this is no "dream" book for those who just like to dream about making easy money, nor is it a get-rich-quick book that will, supposedly, make you bundles of money while you sit around doing nothing. Rather, this is a book for the DO-ER, for the one in a thousand who likes to dig in and do something, being their own creative genius, making their own masterpiece, and then making a handsome profit from it!

"FINDING & FIXING OLD HOUSES" is written from experience by those who have followed the procedures outlined in this book and have used them in a wide variety of circumstances to **FIND AND FIX** numerous old houses - and did it profitably!

HERE IS JUST A PARTIAL LIST of contents of what you'll find in "FINDING & FIXING OLD HOUSES"

- * Can you do it?
 - * Where should you start?
 - * What skills are needed?
 - * Things to look for.
 - * How to choose the first one.
 - * What about financing?
 - * Making a list of repairs.
 - * Who will do the work?
 - * How to figure total cost.
 - * Figuring your budget and cash flow.
 - * Little things that add lots of value at a low cost.
 - * Actual case histories.
 - * Free help.
 - * Looking for bargains.
 - * Proper mental approach.
 - * Some unusual buildings.
 - * Real Estate not recommended.
 - * Retail stores.
 - * Why do it at all?
- and many more subjects.

Those are just for starters! Over 24 different actual properties will be discussed - ranging from some bought for under \$1,000 to one that sold for close to \$100,000!

We know you will value this GUIDE for many years, but to prove that its all we say it is, and more, you need to see it - and so we make this simple straightforward **GUARANTEE**.

OUR GUARANTEE
Read and study this book for 30 days. If you feel it is not full of good ideas, simply return it in good condition within 30 days and your money will be refunded promptly!

104 Pages - 5-3/8x8-1/2", Typeset - Perfect Bound



MAIL THIS COUPON TODAY for your copy of "FINDING & FIXING OLD HOUSES"

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Please include 91 postage & handling.
#1734.....\$7.95

PLEASE RUSH copy of "Finding & Fixing Old Houses" to:

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

(I understand if I am not satisfied and I return book in good condition in 30 days, I will receive full refund.)

HOW TO TURN TRASH INTO CASH

Did you realize that you are probably sitting on a gold mine? And it's not even hidden. It's all around your house. I know — and I've never been to your home.

Anytime you want to, you can stuff an extra \$100 \$1,500 in your pockets. And you can make this cold cash in just one weekend of fun.

How?

By knowing how to organize a money-making garage sale.

Have you ever noticed how one person's junk is another's treasure? That's the secret of why garage sales can be so successful. Think about it! During your life, you've probably accumulated lots of stuff. This stuff may mean nothing to you — except a storage headache. But to someone else it may be a real find. And when people find what they want, they are willing to pay for it. Sometimes my head spins from the prices people are willing to pay.

But to make good money in garage sales you've got need to know what to do. And that's where I come in.

My name is Jeff Groberman. Today I run a video production company.

But, what I do on the weekends is something else. I put on garage sales. Lots of them. And I make money. Good money.

I must confess that this habit started in my struggling years, when my partner and I didn't have enough money to pay ourselves a salary. But today, I do it for two reasons: It's fun, and it puts lots of extra cash in my wallet. I even get my kids involved and they make extra money too.

During all these years of running garage sales I have learned lots of tricks of the trade — shortcuts that can double the results of the average garage sale. And now, I have put all this know-how down in *The Garage Sale Book*.

In *The Garage Sale Book* I share my secrets of spare-time financial success. I hold nothing back. For example, you will get answers for the following:

- Where and how to advertise
- When should garage sales be held
- What kind of signs to make
- How to price the merchandise
- What lay out improves sales dramatically
- How to haggle successfully
- Where to keep your money during the sale



- How to create giant neighborhood garage sales

And much, much more!

Think of it! For the modest cost of a fast-food meal, you can discover the way to make real money. Now, I know that learning to make money in garage sales is not going to make you join the ranks of the rich and famous. But, if it buys your kid a new bicycle, pays for a trip to Hawaii, adds to your retirement income or pulls you through a tight spot, isn't worth it?

Of course, the book comes with a no-nonsense, iron-clad, money-back guarantee. If, for any reason, you're not absolutely delighted with this book, send back for a full refund, no questions asked.

Of course, when you learn my money-making tips, you will know exactly what to do with your copy of *The Garage Sale Book* Sell it at your next garage sale,

YES! Rush my copy of *The Garage Sale Book*. Enclosed is \$5.95 plus \$1.00 postage & handling.

All orders are shipped by 3rd or 4th class mail. For UPS or 1st class mail (please specify which) include an addition. . . \$1.00. UPS delivery requires a street address. Canada & Mexico add \$3.00. All other countries add \$3.00 (Airmail).

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THE NEWSLETTER - A TERRIFIC INFORMATION PRODUCT

I love the newsletter business and continue to experiment with it, learn more about it and profit from it. As a 'product'¹, a newsletter has the right mark-up (10 to 20x cost), the added benefit of payment up front with costs deferred over months, and the added (very important) benefit of renewals. The establishment of a renewable subscriber base is just about the only way to inject predictable income and financial security into our business.

As an advertising or promotional 'media', it- cannot be beat -because it gets read! Like 'advertorials', editorial material in a good newsletter gets thoroughly read by the subscribers/recipients - while material perceived as 'advertising' gets skimmed or ignored. As a newsletter publisher, you can get paid to recommend/advertise products.

One of my newsletters, THE MONEY & BUSINESS SECRETS LETTER, has served-very nicely as a customer acquisition tool and as a premium. This newsletter was even offered in a 'package', advertised repeatedly in Entrepreneur Magazine and dozens of other magazines at no cost to me! (^Discontinued/replaced with other publications in 1992.)

My PRACTICE-BUILDING SECRETS LETTER, published exclusively for Chiropractors and Dentists, is in its 5th year of publication, with mostly PAID circulation. It is profitable in and of itself, and it is my primary means of marketing books, tapes, courses and seminars and of doing endorsed offers for others to these professions. I also publish the ULTIMATE INFORMATION ENTREPRENEUR UP-DATE, about direct marketing of information products. Both of these are highly specialized publications, matched to small, niche markets. And this is one relatively "safe" formula for building a newsletter business, although obviously limited by market size. In the case of PBSL, there are only about 30,000 Chiropractors (its prime market) and we can reasonably expect maintaining penetration of 3% to 5% of that market i.e. 900 to 1500 purchasers in a year/subscribers, not counting speech/seminar sales. In the case of UIE UP-DATE, it is sold almost exclusively, only to purchasers of this book...to-date, that's a universe of only several thousand people, resulting in only a couple hundred subscribers - however, these are very serious, very "real" businesspeople with whom we tend to do a lot of other business.

A much broader approach to the business is represented by my NO BS MARKETING LETTER, started in December, 1992. This is a "marketing letter" good for all types of small business owners,' corporate CEOs, entrepreneurs, even sales professionals, so it can be sold to all our customers, all my audiences, and is intended to reach a renewing subscriber level of at least several thousand, hopefully more. It was also developed with my newest book: THE NO BS, NO HOLDS BARRED, TAKE NO PRISONERS, KICK BUTT & MAKE A TON OF MONEY BUSINESS BOOK in mind this book hits the bookstores in March, 1993, has a page offering a free copy of the newsletter, and, hopefully, it will drive circulation.

With a renewable base of a couple thousand subscribers or more, you should be able to NET \$100,000.00 or more per year from a newsletter business. The articles on the following pages give you a lot of information about the newsletter business. I urge you to read them carefully- there's great opportunity here!

20 MONEY MAKING PUBLICATIONS



THE GREATEST BARGAIN IN NEWSLETTER PUBLISHING HISTORY!

QUESTIONS AND ANSWERS ABOUT THIS GREAT BUY IN PUBLICATIONS

- Q. Why is worthwhile for me to act on this offer?**
A. Because knowledge is power! You can't make or invest money without careful study. Experts have studied money-making for years and can give you the fruits of their experience for less than six times per publication. The small sum of \$11.95 may not make you rich or save many times that amount.
- Q. You give me a choice of 20 titles, why?**
A. Because you need a variety of titles to choose from so as to match your particular interest. Each of us has different money problems, different amounts to invest, different business interests. Choose whatever suits you best - whether you have just a few dollars or far more.
- Q. How much are these publications really worth?**
A. Their regular price ranges from \$4 to \$780 a year.
Q. How many issues of each publication will I receive?
A. From 1 to 5, depending on the publication.
- Q. Why do publishers offer these services on a trial basis?**
A. Because each publisher wants to show you and as many interested people as possible exactly what his periodical is really like. He wants you to see it for yourself.
- Q. What do you mean by subscription credit?**
A. After receiving the trial copies, you may decide to subscribe to the service. If so, the \$11.95 you paid may be applied as part of the regular subscription price. Most of the services offer full credit, the remainder offer only partial credit - in which case your complete credit may be used by ordering 2 or more subscriptions. At least 20% of those services that carry less than full \$11.95 credit is automatically mailed to you upon receipt of your order.
- Q. Is there any obligation?**
A. No, absolutely none. You don't have to buy a single subscription or publication thereafter. This is a sampling service. If you don't like the samples that ends the matter.

SELECT FROM ANY OF THE PUBLICATIONS ON THESE TWO PAGES

0-78 WEALTH MONITORS Tracks and analyzes the wealthiest and most successful stock investors in America. Warren Buffett, Carlisle, 7 Boone Pickens, Donald Trump and dozens of other "Power Investors" are followed by in-depth analysis of public documents filed with the SEC and other government agencies. The newsletter's recommendations have averaged +25% per year during the past 2 years. 1 Yr. \$130

1-42 YOUR FINANCIAL INTEREST Designed for people who are looking for ways to safely increase their financial worth. Offers information about collective investments, personal credit, share one business and reputation of interest to researchers. 1 Yr. \$12

1-48 WEALTH FORMULA How to get more money. How to save more of that money. How to make your money go further and produce still more money for you. Everything necessary to create a winning wealth formula. 1 Yr. \$38

0-88 THE CHEAP INVESTOR Well researched reports on stocks under \$10 penny stocks, and new issues. Features Blue Chip Index (27 NYSE stocks) which consistently beats Dow Jones. Includes CHEAP prospectus at major company. 100 advice subscriptions on how to build a new... A stock portfolio, and how to regularly prune that portfolio for profit. 1 Yr. \$68

1-26 CREATIVE REAL ESTATE MAGAZINE For anybody interested in making money in real estate, the national "how to" magazine offers facts and facts, step-by-step money-making techniques. Written by dozens of recognized experts on structuring creative transactions, including tax-free exchanging, joint tax and legal concepts, hidden areas, bargain sales, etc. 1 Yr. \$40

1-88 NEW ENGLAND BUSINESS OPPORTUNITY REVIEW Large standard newspaper offers "how-to" articles on business opportunities, unusual investments and real estate investment opportunities. Check full of classified business opportunity and

real estate investment opportunities including land income properties, condos and franchise opportunities throughout New England and Florida. 1 Yr. \$12

1-88 DORIS BUDGET'S REAL ESTATE ACTION LINE Written by the nation's foremost real estate investment consumer advocate. Also personally included author and investor. Reveals best deals, property trends, secrets to avoid latest laws and impact. Has specific names and numbers of leads to follow-up. Reviews regulations, services buying and selling strategies. 1 Yr. \$29.50

0-88 EMPLOYER'S HEALTH COSTS SAVINGS LETTER Read by business and industry vice presidents, personnel, fringe benefits managers and other executives. Employer's programs to cut costs. Federal State regulations affecting health insurance, wellness programs, trends, projections. 1 Yr. \$14.7

0-17 THE OPERATIONS RESEARCH/MANAGEMENT SCIENCE Keep current in management science with a reader's digest of condensed articles from over 200 journals from all over the world. Receive over 2000 information-packed pages per year. Avoid what's outdated and get the most current research and trends. 1 Yr. \$138

0-10 THE ENTREPRENEURIAL MANAGER'S NEWSLETTER Condensed information from many sources and gives vital information for the proactive operation of a small business. Business trends, special marketing information, extraordinary success management techniques, crucial management formulae, sources of help, employee relations and advice on legislation which affects small businesses. Creates resources when the professional manager projects them. 1 Yr. \$36

0-24 HRB REVIEW The "Consumer Reports" for thriving executives. A monthly 8-page newsletter. Critically reviews business management investment, entrepreneurial books, software and seminars, video and audio tape products. Features conference sales, Webinars by experts in a wide variety of fields. Reader's manage smarter! 1 Yr. \$95

0-44 SMALL BUSINESS JOURNAL This newsletter

is designed to provide how-to information for owners and managers of small businesses. Each monthly issue is packed with tips on selling, managing your employees, cutting costs, promoting your products and how to make customers happy. 1 Yr. \$25

0-88 BACKDOOR TO WEALTH Self-made millionaires offers a comprehensive trial system to make subscribers wealthy and successful. Step-by-step instructions cover every aspect of financial life. Sure-fire ways to radically cut costs, make successful investments and how to start and succeed in business. 1 Yr. \$48

0-78 SOON DEALERS WORLD For the real order book dealer. Requires current information on the latest books, reports and publications being marketed by major publishers, wholesalers and distributors. What's selling, money-saving tips, advertising rates and promotional ideas. 1 Yr. \$18

0-42 BUSINESS OPPORTUNITIES JOURNAL For those who wish to become wealthy and size that way. Here's a newsletter with proven ideas and principles on how to make more money, how to get ahead faster and how to invest your capital wisely. Includes sophisticated management techniques for small business, more articles, how to increase profits by using advanced executive ideas, business ideas, tax-saving ideas and a variety of step-by-step but successful money-making ideas. Each issue contains over 2000 business and real estate properties for sale. Must reading for any business ideas man. 1 Yr. \$30

0-88 DAN KENNEDY'S BUSINESS SECRETS LETTER Advice on making, saving money, insider information from international network of business government, journal sources, exclusive interviews with super-successful entrepreneurs. Edgar Kennedy recovers secrets on "Marketing Wizards", business strategy. Read the "Money Magnet". Plus free cassette with newsletter. 1 Yr. \$29.95

0-84 FINANCIAL OPPORTUNITIES A comprehensive guide to making and saving money. Interviews with millionaire-small businessmen who started on a

shocking. Practical rules to follow in starting and operating a mail order business. Includes 21 days advice information on business opportunities, 117 choices and improvement investments. Making money. 1 Yr. \$23.40

0-88 HOME BUSINESS CONNECTION Lists 200+ ideas of home business opportunities. Includes start-up information, advertising and marketing ideas, tax tips and more. Answers work at home and get rich quick schemes. 1 Yr. \$48

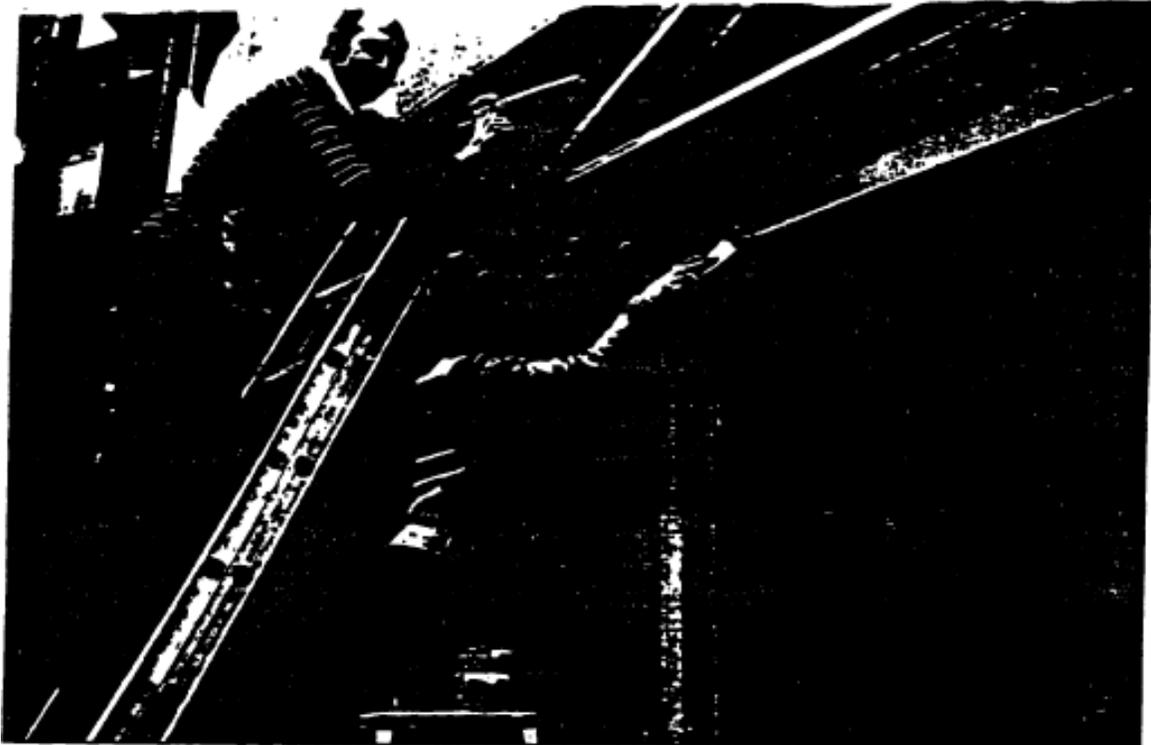
0-88 HOME BUSINESS LINE Articles on everything needed to run a business profitably and successfully from home. Tax savings, new structuring, getting paid on time, expanding your business. Includes a special for buying 200,000 items wholesale. Access to \$200,000 health/medical insurance and more. 1 Yr. \$55

0-88 HOME BUSINESS MONTHLY Packed with expert advice on how to start, operate, market and succeed in your own profitable homebased business. 1 Yr. \$36

0-18 HOME BUSINESS NEWS This unique magazine is specially designed to help the entrepreneur succeed with a home operated business. Each issue is packed with the type of "how to" information you need to get a fast profitable start. Covers computer opportunities, mail-order multi-level marketing and much more. 1 Yr. \$18

0-17 INCOME & BUSINESS OPPORTUNITIES For those who want to own their own business or who seek a profitable sideline. Direct saving, mail order, franchise distribution, MLM opportunities and independent business opportunities comprise the "how to" get started, how to become more successful. 1 Yr. \$6

0-22 INTERNATIONAL WEALTH SUCCESS Monthly business newsletter giving business ideas, 240+ sources, insider's fees, complete financing, business opportunities available and more. Subscribers' tax and business knowledge to full income. Free business opportunity ads. Overseas export and import facts.



THE OLD-HOUSE JOURNAL: *Publisher Clem Labine and editor-in-chief Patricia Poore get ready to repaint the front of the Brooklyn brownstone they bought to house their fast-growing restore-it-yourself monthly, which grosses nearly \$900,000 a year.*

Enterprises

Starting Your Own Newsletter

The cost is low—usually less than \$10,000—but the payoff can be large.

By Berkeley Rice

In 1967, when Clem Labine bought a battered Victorian brownstone in Brooklyn, neither he nor his wife knew much about painting or plastering. Their trial-and-error education convinced Clem that others must be facing the same problem. In 1973, he quit his job as a trade-magazine editor and took \$8,000 from savings to launch the Old-House Journal, \$16 dollar a-year monthly newsletter that offers practical advice to restore-it-yourselfers.

Today, with some 75,000 subscribers, the newsletter grosses nearly \$900,000 annually and provides Labine, 47, with about \$50,000

in income.

Labine's success is not unusual in the mushrooming \$2 billion-a-year world of newsletters. Of the 4,000 or so commercial ones, nearly half are less than 10 years old. Publishers range from husband-and-wife teams to corporate giants like McGraw-Hill, with 31 newsletters,

Since sun-up costs are low—generally below \$10,000—newsletters offer attractive opportunities for entrepreneurs.

Moreover, there's a seemingly inexhaustible demand for specialized information suitable for newsletters, especially in fields too narrow to support magazines. But before

you plunge in, you'll need to evaluate your idea and your finances, as well as to know where to seek advice on getting started.

At first glance, the field may seem crowded, with newsletters already covering everything from securities to hog calling. But you can still thrive—if you have an original idea of what to cover and what slant to take.



GROWING CHILD: A clever idea for custom tailoring parenting advice to each month of a child's life until age six has given Dennis Dunn 275,000 monthly subscribers and \$2 million in yearly revenues from his popular multiedition publication.

Dennis Dunn, 51, of Lafayette, Ind. came up with such an idea when he discovered that his newborn son had a learning disability. Already the publisher of a commodity newsletter, Dunn, in 1971, launched *Growing Child*, an \$11.95-a-year monthly offering advice about the different stages of a child's development from birth to age six. When new subscribers sign up, they start with the issue targeted to the age of their child. If the child is 17 months old, that's the first issue they'll get; the following month they'll get the one for 18-month-olds. This means Dunn is mailing 72 different editions each month, though much of the material is recycled. Dunn's approach has attracted 275,000 subscribers, and the newsletter produces gross revenues of more than \$2 million annually. But with some 60 employees and high production costs, *Growing Child* will net him less than \$100,000 for 1983.

Another publisher with a unique approach is Mark Hulbert, 28, of Washington, D.C. His highly regarded monthly, the *Hulbert Financial Digest* (\$135 a year), monitors the predictions and evaluates the recommendations of 50 other well-known investment letters. The newsletter's 5,000 subscribers produce gross revenues of nearly \$350,000 a year. While Hulbert draws a modest salary, he's been offered as much as \$250,000 for the *Digest*, a nice potential return on an original investment of \$5,000.

One of the hottest fields around today, of course, is computers, with more than 80 newsletters at last count. But there's still room for what Robert Wilkins calls "the rifle approach." An attorney in Lex-

ington, S.C., Wilkins, 50, has aimed at a narrow but distinct market with his *Lawyer's Microcomputer* (for users of Radio Shack's TRS-80) and *Lawyer's PC* (for IBM PC owners). These two monthlies, which cost subscribers \$58 a year each, have a combined circulation of more than 1,500.

A similar approach led Manhattanite Milton Zelman, 39, a former magazine designer, to narrow his general idea for a food newsletter to one on desserts, and finally, to one only about chocolate. While that might seem like an exceedingly limited topic, there are 18,000 chocoholics who are addicted enough to pay \$9.95 a year for a subscription to Zelman's chocolate-scented bimonthly, *Chocolate News*. That brings in a gross of some \$180,000 against overhead costs that Zelman describes as "quite low."

If you think your idea could prove equally successful, there are two excellent sources of help and advice for getting started. For a membership fee of \$195 a year, the *Newsletter Association*, 1341 G S. N.W., Suite 603, Washington, D.C. 20005, will send you a useful how-to book, *Success in Newsletter Publishing*. You'll also get a subscription to its biweekly industry newsletter, *Hotline*, as well as announcements of instructional seminars. The *Newsletter Clearinghouse*, P.O.

Box 311, Rhinebeck, N.Y. 12572, likewise conducts seminars and publishes the *Newsletter Yearbook Directory* (\$45), the biweekly *Newsletter on Newsletters* (\$66 a year) and sells a comprehensive guidebook, *Publishing Newsletters* (\$17.95). To see if your idea for a newsletter is original, you also can consult the *Oxbridge Directory of Newsletters* or the *National Directory of Investment Newsletters*, available at many libraries.

After choosing your subject, you'll need to set a subscription price. Basically, your choice is between an expensive newsletter serving a limited audience and one with broader appeal and a lower price. Both might wind up bringing in the same revenue. But because printing and postage costs make large-circulation newsletters much more expensive, many publishers go for limited circulation—and high profit margins—with subscription prices ranging from \$50 to more than \$1,000 a year.

CHOCOLATE NEWS: More than 18,000 chocoholics eagerly pay \$9.95 a year for publisher Milton Zelman's chocolate-scented bimonthly, filled with everything from recipes to shopping tips for the legendary Queen of Candies.



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CONSULTANTS NEWS: *Yearning to flee New York City for the rural life, James Kennedy packed his family off to New Hampshire, where the entire clan now helps put out his influential newsletter and related publishing projects.*

Your next step will be to test the market. Of the two ways to reach potential subscribers—advertising or direct mail—most consultants recommend direct mail, since it allows you to zero in on only those people you want to reach. You can rent mailing lists from the companies, such as magazines, that own them, or through list brokers. You can find names of brokers in Direct Mail List Rates and Data, a guide published by Standard Rate A. Data Service that is available in many libraries. Costs range from \$25 to more than \$100 per thousand names.

If you belong to an association whose members are potential subscribers to your newsletter, you may be able to use its mailing list at little or no charge. That's what Tom and Betty Powell of New York City did when they started the monthly *Avant Gardener* in 1968. They took advantage of the mailing lists of several non-profit horticultural societies to which they belonged. With just over 4,000 subscribers paying \$15 a year each, the Powells net about \$23,000 annually from their newsletter.

A test mailing should cost a few thousand dollars at most. Ideally it should yield a response of 1% to 3%, depending on the quality of the list and the price of the newsletter, and should bring in enough subscriptions to cover your direct-mail expenses. Say that you spend \$3,000 on a mailing to 10,000 people. A 1% return would produce 100 subscriptions. If your newsletter were to sell for \$100 a year, that would come to

\$10,000 enough to cover costs and pay for more mailings. But a 1% response for a \$10 newsletter would produce a \$2,000 loss, suggesting that you should reconsider your plans—or at least the price of your newsletter. Frederick GOB, executive director of the Newsletter Association, urges a reserve fund of \$20,000 to \$30,000 and warns: "Don't ever be too poor to promote."

By placing small but effective ads in the *Wall Street Journal* and other publications, Andrew Harper, 43, built his *Hideaway Report*, a \$48-a-year newsletter that reviews inns, lodges and hotels catering to affluent travelers, into a publication with 14,000 subscribers.

If after testing the market you find you have a potential winner, you can keep reinvesting the proceeds from subscription orders in more ads, mailings and promotional efforts, thereby using the cash flow to finance circulation growth. But don't over promote: some publishers devote so much time and energy to the search for new subscribers that they fail to put enough effort into the newsletter itself. Readers then become disenchanted and don't renew their subscriptions. Says Gosc "Promotion sells newsletters, but editorial content sells renewals."

Consumer newsletters generally have low renew rates because the readers don't depend on the information in them for their businesses. But if you publish a business or industry newsletter that delivers vital information, subscribers will tend to feel that your publication pays for itself, and they'll probably renew almost automatically. Jerry Steinman's *Beer Marketer's Insights*, for example, boasts a renewal rate of more than 90%, one of the



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People
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PEOPLE's weekly departments read like a who's who of what's happening. You don't miss a trick, a treat, a face, a place. And if you think the writing's lively, wait 'til you see the pictures.

Pick up your week. Pick up a People today.



HIDEAWAY REPORT:

Publisher Andrew Harper scours; the globe, usually incognito, searching for those special and still-unspoiled vacation spots where the wealthy can relax in high style.

highest in all of publishing. Whatever your audience, consultants warn that a first-year renewal rate of much less than 50% is a sign of trouble.

When your renewals are high and your newsletter is running smoothly, you can stand thinking about spin-offs. In 1970 James Kennedy, 59, left a career as a public relations man in New York City to sun a newsletter on the field of management consulting. Consultants News (\$66 a year), based in Fitzwilliam, N.H. In 1980 he launched a spin-off publication. Executive Recruiter News (\$54). Today, combined circulation is nearly 5,000. From these and related publishing ventures, Kennedy earns more than \$50,000 a year.

Another way to refry the beans is by selling back issues and special reports that pull together all your recent coverage on a particular topic. Some people, like Kennedy, also publish trade directories and sell specialized boob in their fields. Clem Labine publishes an annual Old-House Journal Catalogue of products and services, which sold 20,000 copies in 1982 at an average price of \$9 and earned \$50,000 worth of advertising.

Finally, if your newsletter's success establishes you as an authority on your subject, you can eventually begin earning extra income—and attract more subscribers—by giving speeches, conducting seminars or even writing a book. Who knows? Your newsletter might even give it a favorable review.

To profit from your insights, just get the words out

SMALL BUSINESS ■ How to trade on the mania for newsletters

Dan Friedman, a former journalism professor, and Terry Sieg, who had published a regional magazine in Denver, spent \$50,000 in 1984 to turn their passion for French travel into a newsletter. They now have 8,500 subscribers who pay \$47 a year for *La Belle France* to get the scoop on undiscovered hotels on the Côte d'Azur and the fall of restaurants on the Champs-Élysées. Your insights could lead you to join such grass-roots publishers, who produce more than 4,500 consumer and business newsletters, nearly twice as many as 10 years ago.

Newsletters are appealing because of their narrow focus, which makes readers feel they are getting the inside skinny. *Cat Talk*, for example, offers its 1,000 subscribers 16 pages of minutiae about cat memorabilia six times annually for \$15 a year and earns a \$3,000 annual profit. The high end includes missives

like *Eliot Sharp's Financing News*, a 2-to-3-page daily letter for 680 corporate-finance officers who pay \$3,600.

Personal computers have cut the cost of newsletter technology below \$6,000. A basic setup that produces pages ready for copying and mailing might consist of an IBM, IBM-compatible or Macintosh computer (\$1,500 to \$3,500), a printer that produces good graphic images, such as Hewlett-Packard's DeskJet (\$995 list), and a word-processing program that can handle various type styles and layouts, such as WordPerfect 5.0 (\$495 list). A piece of software called a publishing program lets you set up pages with a consistent format and then "pour" in the words, making it much easier to give a newsletter a professional look. An inexpensive program for IBM-compatible computers is Publish-It (\$200 list).

But equipment constitutes a small part of start-up expenses. Attracting 1,000 subscribers to a \$150-a-year, eight-page newsletter, say experts, would cost \$3,750 to rent mailing lists, \$8,000 to



create a promotional letter and \$12,500 to address, stamp and send a 25,000-piece test mailing. Total: \$24,250. A 1 percent response, considered good, would bring in 250 checks, or \$37,500, leaving a \$13,250 profit.

Experts advise picking a subject for which a successful newsletter exists and carving out a niche. A newsletter aimed at owners of upscale restaurants, for example, might stand out among general business-management newsletters. Subjects currently considered good picks include biotechnology, antiques, mutual funds and health and fitness for seniors.

Certain signals let a neophyte know if an idea has merit. One is that large mailing lists of potential subscribers are available. You want 100,000 names for a consumer newsletter and 30,000 for a business letter, says Frederick Goss, executive director of the Newsletter Association. Brokers renting lists are found under

The Business Report
Are small stocks doomed?
An expert in investing is always interviewed

INSIGHTS
Plenty of market data and not much froth

LA BELLE FRANCE
Good newsletters help subscribers by being candid. This one pulls no punches

"Mailing" in the Yellow Pages. *Direct Mail List Rates & Data* (Standard Rate & Data Service, Wilmette, Ill., \$269 per year), kept in most larger public libraries, describes about 12,000 lists.

A well-run newsletter can turn a 50 percent profit, but about half the start-ups fail. It usually is because their publishers overestimate reader interest and underestimate costs. First-year costs for newsletters targeted to personal interests like fitness or travel can run \$100,000, says Goss. The first-year expense of starting typical business newsletters that provide trade news in a specific area is about \$50,000, because these newsletters can charge more and need fewer subscribers, who are expensive to solicit.

Publishers of noncompeting newsletters often help newcomers get launched. They are listed in references such as *Hudson's Newsletter Directory* (see box). The Newsletter Association holds pub-

A helping hand

Would-be newsletter publishers can consult directories and how-to books like those below. They and newsletter samples are on file at many libraries.

What to read

- *Hudson's Newsletter Directory* (The Newsletter Clearinghouse, \$99)
- *Publishing Newsletters* (Scribner's, 1988, \$12.95)
- *Success in Newsletter Publishing* (The Newsletter Association, 1988, \$39.50)
- *Oxbridge Directory of Newsletters 1988* (Oxbridge Communications, \$145)

Who to ask

The Newsletter Association, 1401 Wilson Boulevard, Arlington, Va. 22209
(703) 527-2333

The Newsletter Clearinghouse
44 West Market Street, PO Box 311,
Rhinebeck, N.Y. 12572
(914) 876-2081

lishing seminars and can steer you to consultants who charge a few hundred dollars for start-up advice or thousands for writing and sending promotional letters. One sign of the boom: There is now even a *Newsletter on Newsletters*. ■

by Robb Dehn

SOME POINTS TO CONSIDER IN LAUNCHING A NEWSLETTER

Presented by George H. Wein, President Select Information Exchange
at the New York Newsletter Publishers Meeting at the Warwick Hotel, New York City.
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GEORGE H. WEIN

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Although I have heard a good many speakers at these luncheons, have emceed at several seminars sponsored by my own company, and have even undertaken the speaker's position on occasion, I still remain somewhat uncomfortable speaking and have therefore fortified myself with several pages of notes for the formal part of this discussion. Afterward, I'll open the discussion to questions.

The first pail of this discussion will deal with launching a newsletter and the importance of researching the basic newsletter premise and the proper positioning of that premise in the marketplace, two critically important steps that must be given careful thought before any expensive promotion program is undertaken and which steps are frequently only casually considered or even overlooked entirely. The typical newsletter launching situation reminds me of a story about a friend of mine who was late for an important business appointment. He got into his automobile and drove onto the road. After driving a while, he got behind a very large truck, which was moving slowly in front of him. At the first red light, the truck driver got out of the cab of his truck with a lead pipe in his hand, casually walked around to the back of the truck and smacked it with the pipe, just as casually, he walked back to the cab, got in and drove on. After a few minutes, he again stopped the truck, went around to the back and again smacked it a few times with the lead pipe he was carrying. This starting and stopping ritual continued a few more times until my friend finally lost his patience. The next time the truck driver got out of his cab and smacked the back and side of his truck, my friend also got out of his car, ran over to the truck driver and said "Look, for the past IS minutes or so I've been behind your truck and have watched you several times stop, get out and smack the van of your truck with that lead pipe What's it all about friend?" The truck driver, a little peeved, said "Well, it's really none of your business, but if you really want to know. I'm carrying 4.000 pounds of live pigeons in this van, which has a load capacity of only 2.000 pounds. If I don't keep half these pigeons up in the air, I can't move the truck!"

Most aspiring newsletter publishers, by force of circumstances, perform on their own all the chores required in starting a publishing business: the editorial, the art, the design and graphics, promotion planning, advertising copywriting and even runs his own errands. He is usually also under some pressure to launch his newsletter quickly to obtain a cash flow as quickly as possible and possibly to prevent someone else from beating him to the punch with a similar newsletter idea. Generally, he is anxious to see if his newsletter idea will actually work and is curious to begin testing his advertising to launch his "baby." He wants to prepare his first issue and to place his first advertisement. If he is lucky, he will succeed but, in my opinion, he is inviting disaster for overlooking three critical factors for careful consideration:

1. If the newsletter promise was wrong to begin with, all the promotional expertise in the world will not make the newsletter successful.
2. Assuming the premise is basically correct, positioning the newsletter correctly or incorrectly in your chosen market can make or break, you.
3. Lastly, but just as critical as any other factor, is the importance of selecting a reasonably honest lettershop and then to monitor that lettershop you choose to mail out your test and later your promotional mail pieces. Even if you do all else right, if you choose an unscrupulous lettershop that mails out as an example, 50% of your test or promotional mail pieces, possibly pocketing the postage that you might have paid even direct to the post office and the fees that you paid to them for the 50% of your promotional materials that they destroyed and which you thought they had mailed for you in your own eyes, your newsletter idea will have failed ... or the results of your testing will be misleading .. . whereas, in fact, you were merely ripped off by a dishonest lettershop. Incidentally, the fact that you may have opened your own postage account and paid the post office direct on your account has little bearing on an unscrupulous lettershop's ability to rip you off... and be doubly cautious if a lettershop tells you that the official pink post office form 3602's verifies his mailing for you. That form is completed by the lettershop and is usually signed by the postal service official in charge without any meaningful verification for *you* the lettershop customer ... and your lettershop knows it. But let's start at the beginning.

4. Is the newsletter premise basically correct? In effect, you must question whether or not your proposition is a practical, money-making one . . . and you must seek answers to questions like these:

Will the newsletter be generally acceptable to the prospective subscriber? What kind of information are prospective subscribers in the market seeking? How much money will they pay to get it? Who exactly would use the newsletter? What is he or she like? What income class? What are the uses of the newsletter? What is the size and nature of the market for the newsletter, or in other words what are the sales possibilities? What are the buying habits of the prospective subscriber? Will they buy through direct mail and mail order solicitations? Do they buy multiple subscriptions? Who makes the buying decision? The Treasurer? President? A Man? Or his Wife? What is the direct competition for the newsletter?

Generally, beware of launching a new newsletter unless it has a real point of difference which can be perceived by the prospective subscribers. If a particular market category is growing by leaps and bounds, or has very few newsletters covering it. It is possible to introduce a "Me-too" newsletter successfully ... but the risks are great Moneytree and Money made it after Moneysworth grabbed some 700.000 subscriptions from that market but this market was unusually large and its readers unusually hungry for that type of information.

Other questions that should be asked regarding the newsletter premise are. .. Why should prospective subscribers want to buy your newsletter? What advertising mediums are available? In which magazines and newspapers could the newsletter be successfully advertised? Are they good mail order mediums? How large are their reunions? Could the newsletter be advertised on radio or television? How many good mailing lists are available for rent? What sizes are the mailing lists? Will you have to compile your own mailing lists? What types of advertising and presentations work best for the newsletter? What price can you charge? All the aforementioned question and others will help you to obtain an answer to this question "Is my newsletter premise a correct one? ..." For let me assure you if the premise is incorrect, all the promotional and business expertise in the world will not make the newsletter successful.

2. Assuming that the premise is basically correct, positioning the newsletter correctly in your chosen market is a critically important to its success. Positioning is merely the process by which you determine the answer to the question "What is it about your newsletter that you want your prospective subscribers to perceive?" Positioning is the center of any successful advertising campaign. Here's some examples of positioning considerations:

- (a) **The Newsletter Itself**—The design and graphics of your newsletter, what you say in the newsletter, and how you say it will help position your newsletter expressing both *its* promise and *your* personality. Here are some guidelines:

- Make sure your newsletter works with the personality you are trying to build for your newsletter, not contrary to it.
- Make your newsletter reflect the wants of your prospective subscribers.
- Put your advertising promise right in the helm of your newsletter in the same words your advertising uses
- Don't skimp on newsletter design or graphics. Eventually you are going to invest in it anyway... so why not do so right at the beginning?

- (b) **The Newsletter Name**—The name should also help position your newsletter and spell out its promise. A good name will reinforce your advertising. Here are some guidelines:

- Choose a name that helps position your newsletter, like Moneyworth newsletter rather than The Ginsber.
Letter, or Newsletter on Newsletters rather than The Hudson Letter.
- Put your advertising promise in the name, again like Moneyworth Newsletter.
- Try to make the newsletter's name memorable, again like Moneysworth., Moneytree or even Money Magazine.
- Don't pick a name that is so vague that it could apply to almost anything. The name should identify the newsletter subject quickly, again like the three aforementioned money publications.
- Try to make the name easy to pronounce.

Again, the name is extremely important in selling newsletter subscriptions and generally a lot more thought should be given it than is customary. Also watch out for negative connotations in the name. The name you choose might turn or a lot of your prospective subscribers. You might consider testing two or more names before you actually proceed

(c) The Price

1. The price of your newsletter should be consistent, with the image you are trying to build. Moneys worth Newsletter almost has to be inexpensive. The Wall Street Transcript letter would on the other hand, have to be expensive.
2. If you are starting a "Me-too" newsletter, never price it above the competition.

Most of the aforementioned material was elicited from David Ogilvy's book "THE CONFESSIONS OF AN ADVERTISING MAN" and I've applied it to newsletters. Here are some additional principles he cited for advertising any new product and which apply equally as well to advertising a new newsletter. These principles summarize what I've just said.

1. The results of your advertising depend less on how it is written than how it is positioned. The positioning must be decided before the advertising is created.
2. Unless your advertising is built around a BIG IDEA, it will probably flop.
3. Your newsletter is only new once. SAY it is-new and be sure you say what's-new about it.
4. Tell prospective subscribers how to use the newsletter. Spell out its promise.
5. Don't be afraid to state the obvious. The benefits of your newsletter may be obvious to you, but they're not so obvious to the prospective subscriber.

MARKET RESEARCH

Gathering the data and answers to the questions posed regarding the newsletter premise and its correct position in the marketplace is of course, no easy task. Personal interviewing, telephone canvassing and questionnaires by mail should all be employed. Most of these techniques were discussed by previous luncheon speakers before this group. What you ask and how you ask it should be carefully considered. Interpretation of the answers you obtain is the critical task at hand ... and unfortunately, correct interpretation is a lot easier said than done. Testing prices, offers, markets, etc. should be done, in my opinion, exclusively by direct mail. You want to keep your newsletter premise and position flexible and you do not want to let potential competition know what you're doing ... until you have acquired the information you need through testing. A successful advertising campaign must be backed by a pragmatic premise and a correct position and will reflect all that you learned through market research and testing. If your testing fails to give you the answers you hoped for, be objective enough to drop the idea or to re-mold it before you launch it. 3-Finding an honest lettershop and keeping them honest with a good monitoring system.

Even if you do all else right, if you are careless in choosing your lettershop and if you fail to monitor the lettershop you choose to mail your direct mail tests and your larger promotional mailings, you are inviting a disaster. Even if you think your lettershop is honest, an extensive monitoring system is more important to your business than any other kind of business insurance.

The problem for those of us who employ lettershops to make our promotional mailings derives from a postal regulation, known by every large lettershop but not known at all among lettershop customers. The regulation was designed to save the postal service time, manpower, space and a lot of money and was originally intended for large mailers who made only their own mailings, e.g. Sears Roebuck, Time Magazine, etc. Unfortunately, lettershops are also permitted to mail under this same regulation.

The regulation 14S.B from Chapter 1 of the Postal Service Manual is entitled Optional Procedure for Accepting Permit Imprint Mail. Briefly, the regulation permits a large mailer to tie sack and load mailings into single or combination trailers destined for acceptance facilities designated by the Postal Service, Mergers of different varieties and classes of mailing pieces into direct sacks is also permitted. Mail prepared under this regulation is weighed and samples of the contents are inspected to determine the correct postage, but because the sacks prepared by large lettershops generally have merged contents, verification for the lettershop's customers is meaningless. Although the Postal Service gains because the lettershop does virtually all its work, including the complete preparation of their pink verification forms that you receive, this regulation offers an unscrupulous lettershop license to steal from its customers ... and in a very big way. Let's examine how it works in practice.

Say that a lettershop had ten different mailings, all of third class bulk rate material (although bear in mind that they are permitted to merge different classes in their mailings, as well) and they are making these mailings for ten different customers. Five of their customers have their own permit numbers and pay their postage direct to the post office. Five of their customers use the lettershop's permit number on their mail and pay the lettershop direct for the postage incurred. In merging the ten mailings, an unscrupulous lettershop systematically removes anywhere up to half of the mailings for which they were contracted. In effect, the five mailers who paid their postage direct to the ' post office paid postage for only part of their own mailings. Part of their postage paid for the mailings of the other five mailers. The lettershop then bills their five customers who mailed on their (lettershop's) permit number for total postage computed on the basis of the quantities of mail their customers thought were being mailed for them. Because anywhere from a few percent up to 50% of your promotional materials were not actually mailed by the lettershop.

your-the customer, obtain results that are less than you thought you should have obtained, but perhaps not enough to make you suspect anybody other than yourself for the poor results. Of course, your lettershop keeps getting bigger and richer by leaps and bounds.... and you thought it was their superiority in managerial abilities that enabled them to make your mailings for you at a small fraction of what it would cost you to do so and still have a large margin of profit

Although-there are honest lettershops, the aforementioned regulation, in my opinion, mandates that you employ a continuous, extensive monitor system on all direct mail promotions. I would also urge you to use a professional monitor service, such as THE NATIONAL LIST PROTECTION SERVICE, 80 Greenwich Ave. Greenwich. Conn, which is the one I use, which employs monitor names in most of the top 30 Nielson Designated Market Areas throughout the nation, rather than monitor exclusively with friends and relatives, who do not report back to you reliably and who would probably be mostly local names, which most smart lettershops could duck by merely making the local part of your mailings. In my opinion, the procedure you should adopt in making promotional mailings through lettershop facilities is to order the lists you intend to use on mag tape. Obtain an independent computer service bureau, not affiliated or connected with any lettershop. e.g. C & P COMPUTER RESEARCH. P.O.Box 123. Ft. Geo. ST A. New York. N.Y. 10040, which is the one I use (Walt Carroll who performs these services for me is in this audience). Ask your computer service bureau to merge the different lists you select to eliminate duplication within the lists and at the same time to put your monitor names into the lists. Then, ask them to run the merged lists with your monitor names slated throughout onto the Cheshire paper that you give to your lettershop for affixing and mailing. Again, you must use your own computer service bureau and not one recommended by your lettershop. Also, you might instruct your lettershop to deliver your mail to a local post office, whose postmaster you should get to know, and who might have his men inspect the sacks more thoroughly at your request and favor. Of course, that kind of cooperation would not be forthcoming in big city post offices.

In any case, whatever you do, do yourself a favor and do something to protect this vital part of your newsletter launching operation.

Many of the statements I've made in this discussion are obvious. Yet newsletters are launched, even by established newsletter publishers who ought to know better, with complete disregard to many of these basic truths ... and they fail. "Those who do not remember the past are condemned to relive it." Hopefully, following the simple observations set forth this afternoon will improve your chances of success in launching your next newsletter.

That ends the formal part of my discussion. If you have any questions, I'd be happy to do my best to answer them.

- END -

HOW TO "INSURE" A HIGH RENEWAL RATE

The big profits in newsletter publishing are in renewals — it should cost you 50% less to renew a subscriber than to get a new one. You might even do better. However, renewals do not happen by accident. Just putting out a valuable, good publication is not enough to earn renewals in any significant quantity. You do have to market to your subscribers, to get their renewals.

Here are some strategies that work well in getting renewals:

1. An immediate extension offer — as soon as the person subscribes and gets their first issue and bonuses, a discount/special offer to immediately extend the subscription.

2. "An early bird" offer — ask for the renewal 6 months, 3 months or no less than 2 months before expiration.

3. Great bonuses for renewals. The premium(s) is of critical importance in stimulating renewals.

4. A This Is Your Last Issue wraparound or stapled-attachment to the last issue. This should emphasize offering the easiest possible way to renew — either a "bill me later**" card or a toll-free number or both.

5. A final, very hard sell letter, direct from you — the personality behind the letter. An "I'm puzzled" theme often works well here.

6. If you have a high enough price and mark-up to support it, outbound telemarketing either the last month or to rent expires works well.

An excellent example of #5 appears on the following page. As a subscriber to the FORECASTS & STRATEGIES Newsletter, I received this letter the month my subscription expired — and this one "got" me; I had decided not to renew until receiving this letter. However, were I doing this, I'd use the back side (which is blank) for a slew of testimonials from subscribers.

The best offer I've seen re. #3 in a long, long time was from Gary Halbert — here's the headline on his 8-page renewal letter **WOULD YOU ACCEPT A "BRIBE" WORTH \$9383 TO RENEW YOUR SUBSCRIPTION TO MY NEWSLETTER?** I would wager that every person getting this letter took the time to read it because of that headline i.e. the "strength" of the premium.

There is also money to be made from your stubborn expires. Sometime two to six months after their expiration date, when you put out a truly exceptional issue of your newsletter, send it to them as a complimentary copy along with a "We Miss You" letter and your best renewal offer.

HOW TO MAKE (ABOUT) \$100.00 FROM EACH SUBSCRIBER SHORTLY AFTER THEY SUBSCRIBE

Here, you can learn directly from my own examples:

One of the "bonuses" given to new subscribers to my PRACTICE-BUILDING SECRETS LETTER is an audio tape of excerpts of my practice-building seminars with a lengthy, detailed 'pitch' for a complete package of my books and tapes on the subject — in 1990, a \$570 offer.

In 1990, about 1 in 20 new subscribers immediately responded to this "audio brochure" and bought the \$570 offer. That equates to \$28.50 of added revenue per subscriber. Those who do not buy the \$570 offer are immediately given a trimmed down, \$300 offer, and about 1 in 10 take that — providing about \$30.00 of added revenue per subscriber, total \$58.50 in added revenue per subscriber.

A publisher of a much higher-priced newsletter (on investing in real estate) applied this same strategy, offering his \$2,000.00 "boot camp seminars" first, than a \$500 audio tape set based on the seminars second — and averaged out to \$140 of added revenue per subscriber. (On which he is

paying me a royalty of \$7.00 each, for developing the strategy for him. You have just gotten it without much obligation.)

**A BIG ADVERTISING
BARGAIN
PERFECT FOR
NEWSLETTERS**

And Other Information Products

Many trade associations publish monthly or periodic newsletters, magazines or tabloids, and there

are also private entities publishing "trade newspapers" exclusively for certain industries. Most offer paid space advertising and also offer paid insert opportunities.

I've found the insert approach to be much more profitable than advertising inside the publication.

In a typical instance, I can print a 4-page tabloid of my own on newsprint paper, giving me eight

8-1/2 x 11" pages and pay the host publication's charge for the insert for about the same cost as a full-page ad two pages at most in that publication — so I've gotten four to eight times more exposure for the same money.

This has proved to be a very successful, profitable marketing strategy for my newsletter, and I urge you to investigate it in connection with any media you would consider advertising in.

MARK SKOUSEN

I will pay for your subscription renewal!

Dear Subscriber:

Unless I hear from you in the next few days, your next issue of FORECASTS & STRATEGIES will-be your last.

You may be asking yourself how you can really justify the expense of another year of FORECASTS & STRATEGIES.

That's why I'm writing to make you this special offer: Let ME pay for renewing your subscription!

Here's how I can do it:

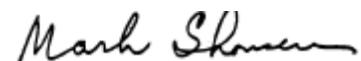
- If my advice increases the return on a \$100,000 nest-egg by just one tenth of one percent, the profit will pay for your FORECASTS & STRATEGIES subscription.
- If I can alert you when to get out of the stock market before it crashes (as I did September 8, 1987) your savings could pay for your "Subscription renewal 1,000 times over.
- "If I can keep you on the right side of major economic shifts in gold, the dollar, interest rates--I keep the investment odds in your favor, giving you profits that would pay for your subscription renewal many times.
- If through the pages of FORECASTS & STRATEGIES, I reveal to you which of the more than 2,300 mutual funds to invest in to increase your earnings 20%-30%, I'll easily pay for your subscription renewal.

Of course, I could add to this list, but I know you see the point. FORECASTS & STRATEGIES is a steady, continuing source of hard, useful data on what's going to happen in our government-dominated economy, specific ways to benefit' from any changes, and when to act.

So don't let your subscription expire. Let me pay for it by the savings you'll make during the next 12 months I Renew your subscription today.

Just place the enclosed renewal card in the reply envelope and mail it today!

Sincerely,



Mark Skousen
Editor

HOW TO OWN YOUR OWN MAIL-ORDER BOOKSTORE

Any firm or individual engaged in the marketing of educational or information products, such as books, manuals, newsletters, audio or video cassettes, etc. will be well-advised to develop a "mail-order bookstore concept" as a supplement to the main business.

Why there is so much opportunity.

First, the bookstore business itself is beleaguered, in fact overwhelmed by the constant surge of new titles vying for limited and very costly shelf space. The typical bookstore cannot, as a practical matter, maintain proper inventories of all the bestsellers and current titles in a given specialty category. There are a few "business bookstores" that have cropped up around the country that do a much better job than Dalton's, Waldens, etc. in stocking a broad selection of titles in many different categories of business information, but these stores only impact on their local markets. Accordingly, the business-information customer in most locales will simply have a tough time finding a good selection of books in his area of specialized interest in a bookstore.

Second, the mail-order customer has a preference for purchasing by mail. Given the choice, he'll order by mail rather than shopping at a store. Third, your mail-order customer has a bias for buying from you. He is already satisfied with your service, trusts you, and is therefore pre-disposed to make additional purchases from you. No retail bookstore can compete with that advantage.

Fourth, many books fail in the retail bookstore because they require a "story": an explanation to be appreciated. These same books that will not sell from the shelf can be sold from brochures and catalogs, where their stories can be told in the advertising copy.

How to buy books for sale.

You can access virtually any in-print title from any publisher, through one of several distributors. In most cases, the small entrepreneur is better advised to form a relationship with a distributor than to buy direct from the different publishers.

If you buy direct from the publishers, you will get a higher discount (5% to 15% higher), but you will be required to buy quantities of each title and to maintain inventory. You will also have the complexity of purchasing from dozens of different companies.

Purchasing from a distributor, you can mix titles to get quantity discounts and to meet minimum quantities. And you can access all publishers' books from one source.

To contact the distributors listed in this Report, you should:

1. Utilize letterhead that somehow identifies you as a bookseller.
2. You should clearly explain that you publish catalogs and market books, tapes, etc. via mail-order. You should indicate that you are accustomed to discounts of 40% to 60% from your vendors.
3. You should request the distributor's current catalogs, price lists, and the information you need to open an account.

In addition to these "mainstream distributors", there are also a few publishing companies that specialize in serving mail-order marketers. They generally offer slightly higher discounts as well as support services, such as drop-shipping and brochures suitable for your imprint and use.

Last, there are "close-out" sources where books are "remaindered." Often, the astute mail-order entrepreneur can pick up a quantity of a given title from such a source at 70% to 90% off cover price.

To keep tabs on all the books coming into the marketplace and to learn more about the book business, you should subscribe to PUBLISHERS WEEKLY, the trade magazine of the industry. You may also want to attend the ABA-SHOW (American Booksellers Association).

Marketing books by mail.

The discounts available to you via the means described in this Report are not sufficient to base a mail-order business on. However, they are satisfactory if you operate your "mail-order bookstore" as a supplement to your main business, and rely on these low-cost marketing procedures:

- 1) Describe and offer books in your newsletter(s) or magazine(s), which you would publish anyway.
- 2) Enclose the "bookstore" brochures and catalogs in shipments of your other merchandise to customers. This is generally referred to as "brochureback marketing."
- 3) Once you develop enough customers, you might publish a large mailing once or twice a year, to send to all your established buyers. Tip: low of copy, little glamour. Keep printing costs to a minimum. Use bulk mail.
- 4) You might develop a specialty book club. There are book clubs devoted only to books on stock markets, investing, advertising, parenting, etc. etc.
- 5) You can package-sell: take five or six different books and put them together as a package. This brings your average unit of sale up.
- 6) You can use books as premiums, paired with your other, primary merchandise.

REFERENCES

Distributors

INGRAM BOOK CO.
347 Ruswood Drive / Nashville, TN 37217

BAKER & TAYLOR
Eastern Div.: 30 Kirby Ave./Somerville, NJ 08876
Midwest Div.: 301 S. Glasford St./Morton, IL 62554
Southern Div.: Mt. Olive Rd./Commerce, GA 30599
Western Div.: 380 Edison Way/Rose, NV 89564

PUBLISHERS GROUP WEST
3855 Broadway St./Emeryville, CA 94608

Publishers

WILSHIRE BOOK CO.
13215 Sherman Road/N. Hollywood, CA 91605

PROFIT IDEAS, INC.
8261 Valdez St., Suite 304/San Diego, CA 92111

OUTLET BOOK CO.
(Remainders)
221 Park Ave., South/New York, NY 10003

Trade Magazines

PUBLISHERS WEEKLY MAGAZINE
Subscription Information: 1-800-257-7894
Booker Magazine Group P.O. Box 1-028/Riverton, NJ 08571-9964

TERMINOLOGY

BACKLIST — Books that are still in print, but are neither current / new titles nor recipients of any advertising and promotion by their publishers. These titles tend to be grouped at the back of the publishers' catalogs, hence called "backlist titles." The BACKLIST is fertile ground for the mail-order book marketer, as there are often high-priced, hardbound, special interest books here that would be very hard to find in bookstores.

DISTRIBUTOR — A "middleman company" that represents and inventories the books of many different publishers. As a general rule, only chains of stores (like Dalton's), non-bookstore retailers (like Target), book clubs, and local wholesalers buy direct from publishers. Single stores and other small retailers usually buy through the distributor.

DROP-SHIP — Some publishers will ship their books under your label direct to your customer, absolving you of the need to maintain any inventory or pay any inbound shipping costs. Major drawback: to carefully consider giving up exclusive control of your customer list.

REMAINDER — Books that fail in the marketplace or left-over ("remaining") inventories of books that are no longer selling well enough to justify conventional distribution are often "remaindered"; sold in bulk for 5c to 10c on the retail dollar to companies that specialize in the sale of such books. These firms include discount-remainder, like PUBLISHERS CLEARINGHOUSE, and wholesaler, like OUTLET BOOKS.

PUBLISHERS WEEKLY — A weekly trade magazine of the book-selling industry, includes listings and advertisements by publishers of new titles; how-to articles for booksellers; industry news; and a classified ad section. Essential reading. Can be found at most "trade" libraries.

ABA — The American Booksellers Association. Most publishers belong to ABA, and support its primary functions: lobbying and providing a convention/exhibition for all booksellers. Upcoming ABA events are promoted in PUBLISHERS WEEKLY.

Profitability Tip

To operate a mail-order bookstore profitably requires very careful and thorough control of costs combined with large volumes. Because you are dealing with an average gross margin of about 40%, you must carefully limit costs for order fulfillment. The Post Office offers a special low rate for the mailing of books and educational materials, and you will want to obtain this information from your Postmaster. You should also add a reasonable shipping-handling charge to all orders.

(c) D.S. Kennedy for PMJ/1987

Where To Find New Products

Trade Shows

As you grow your business and want to find additional products to sell, attending Trade Shows will become part of your life. One nice side effect of this is the opportunity to take partly or wholly tax-deductible vacations. Most Trade Shows are held in great cities: Las Vegas, Los Angeles, New York, etc. If you **are** going there for the purpose of attending the Show, and your spouse works with you in the business, at least some portion if not all of your airfare, hotel, meals and related expenses are tax-deductible. However, generally, your evenings will be totally free. In a three day Show, you might "play hooky" the middle day and, frankly, who'll know?

The best way to find out about good Trade Shows is by reading the specialized trade magazines related to the type of products you sell or are interested in selling. There is at least one trade magazine and at least one Trade Show for every kind of product: toys, office supplies-, books, electronic gadgets, whatever. Many mail-order pros go to the ABA Show; the American Booksellers Association Show, where thousands of book publishers of all types and sizes from Random House down to a one-man operation...exhibit their books and make deals. You can keep track of when and where the ABA Shows are by reading PUBLISHERS WEEKLY MAGAZINE.

I like the ABA Show, the CES - Consumer Electronics Show, gift shows, and the Shows put on by ASD/AMD Associated Surplus Dealers and Associated Merchandise Dealers. At the ASD/AMD Shows, you can find a wide assortment of gift, novelty, close-out and premium merchandise at wholesale and below-wholesale prices. You can contact ASD at 1666 Corinth Avenue in Los Angeles, California 90025. ASD has a number of Shows in different cities each year, and they publish a tabloid trade paper.

Your nearest main, metropolitan city library will have back issues as well as current issues of hundreds of different specialized trade magazines.

HOW TO GET INFORMATION PRODUCTS CREATED FOR YOU

I do a great deal of ghost-writing/co-authorship and product development work, often for very nominal fees, based on back-end royalties and evidence of the client's ability to sell sizeable quantities of the product(s) and/or investment in advertising the product(s). Right now, there are over 20 different information products being actively advertised and marketed that do not bear my name but do pay me royalties.

I am not alone.

There may very well be freelance writers in your own area who could work with you and meet your needs. I know several speakers, for example, who employ college profs from their home-towns as writers. THE NATIONAL WRITERS CLUB DIRECTORY includes the names, addresses, writing credits, and qualifications of freelance writers in all parts of the country.

By handing tapes of your speeches, tapes you dictate, old articles or other materials you've authored, and other research information or suggestions off to a "journeyman" writer, you can greatly speed up the development of "your" products.

If you think you have a project or projects that might interest me, please drop me a note about it.

You may also be able to co-author products with other experts, and wind up with produces you and they can sell. Ken Blanchard of 'One-Minute Manager' fame has leant his name and other contributions to other "One-Minute" products, in topic areas in which he has little expertise and the co-author brings that to the table. The result is a good product Ken can sell to his lists; the other expert can sell to his. For example, let's say that you are an expert in closing sales. You might get together with an expert, on prospecting, do one cassette album for salespeople, share the development costs, and both gain a product to sell.

WHAT YOU MUST UNDERSTAND ABOUT PRICING YOUR INFORMATION PRODUCTS

One of the biggest mistakes made by mail-order beginners is selecting or creating products to market that provide inadequate mark-ups from cost to retail. The small mail-order business needs big gross profits to succeed.

The PMI rule-of-thumb is that your mark-up should be at least eight to ten times from your cost to retail. That means that a product that costs you \$1.00 should sell for at least \$8.00 to \$10.00. Any mark-up less than this will be suicidal, in most cases.

And this is a conservative figure. What we prefer to see is a mark-up that's twice that high i.e. fifteen to twenty times. Ideally, an item that costs-you \$1.00 will sell for \$15.00 to \$20.00.

Defining COST

Before you can use the above mark-up objective to figure out what an item's selling price should be, you have to accurately calculate what the item actually costs you -- which is not quite as simple as you might think.

An item's cost is a total of:

- 1 . The manufactured or wholesale cost of the item.
- 2 . The inbound freight you pay to get the item or the component parts that make the item to you.
- 3 . Some factor for any miscellaneous costs you incur in getting the item made or delivered, such as auto expense in driving to the supplier's place of business, long-distance telephone communication with vendors, etc.
- 4 . Packaging for the item, to prepare it for safe shipment from you to the customer.
- 5 . Shipping cost, to deliver the item to the customer.

And, there may be other factors particular to a given product or business that need to be added into the total cost. You have to carefully analyze your product and every step of your business process, to identify *every* one of these factors.

Determining the SELLING PRICE

Once you've established an accurate cost, you should multiply it:

- A) by 8
- B) by 10
- C) by 15
- D) by 20

and consider each of those possible prices. How does the possible price compare to competitive or similar products already being marketed to your prospective customer? How does the price compare to the value the consumer will receive from the product? Can the customer see that the price is a good value?

Many times, the impracticality of the price-will rule out the product. Don't ignore this warning signal. If an 8-times mark-up creates a price that is too high to be saleable, the product is simply not suitable for your mail-order marketing.

Sometimes, a product may warrant a price that is even higher than that created by multiplying cost times twenty. When this occurs, you've got a number of great options. You can sell the product for the higher price, enjoy a superior mark-up, or afford more expensive advertising and marketing. Or, you can market it at the 20x price, and offer the consumer a superior value.

Common Pricing Errors

- 1 . Failing to collect and analyze all the cost factors associated with the item.
- 2 . Estimating and "rounding-off." Costs must be accurately calculated to the penny.
- 3 . Failing to research the competition; what are similar items being sold for by other postal marketers... by retailers, etc. If you find that you have a competitive price advantage, you may want to slightly increase your price and/or exploit the advantage. If you discover a disadvantage, you have to deal with that in your marketing.
- 4 . Failing to lock suppliers in on guaranteed costs for a reasonable length" of time.
- 5 . Accepting an inadequate mark-up, and trying to make it up in volume.

Section Two

**SUCCESS STORIES
TO LEARN FROM**

SUCCESSFUL EXAMPLES AND CASE HISTORIES TO LEARN FROM

The all-time bestselling "success book" **THINK AND GROW RICH** hat stood out from is crowded genre for decade* because of a very unique factor, instead of expressing one author's philosophy in author took the time — 20 years — to go interview, spend time with and analyze the success methods of over 500 great achievers of the time period: mostly business leaders, industrialists and financier and then he summarized and reported on what these super-achievers shared in common. The next author to follow this model was Tom Peters with **IN SEARCH OF EXCELLENCE** and it too, was a mega- bestseller. There's a lessons there but that's not my point — my point is simply, if you want to succeed at something, to study enough hugely successful people in that field to observe certain commonalities in their strategies, then model after those commonalities.

That, more than anything else, is how I taught myself this business. And the people represented in the following pages are some of the "mentors" I sought out and studied. I've "capitalized" them and their businesses here, so you can see where some of my strategies evolved from.

Some of this information was first published in **THE POSTAL MARKETING INSTITUTE COURSES** and has not been up-dated, so some of the statistics quoted are inaccurate as of today. The examples stand, though, as worthy of your dose and careful study.

SUCCESS STORIES

RICHARD SUTPHEN

Stephen Seminars,"

Self-Help Up-Dash (magazine/catalog).

Reincarnationists, Inc.

Valley Of The Sun Publishing

DICK SUTPHEN is probably best known as

an author/lecturer in the fields of hypnosis, past lives and reincarnation, and self help philosophy. - He is the author of two bestselling paperback books (published by Pocket Books): "Past Lives, Future Loves" and "You Were Born Again To Be Together." both about reincarnation. He is controversial and reclusive. Most of his fans, followers, and customers probably view him as some sort of contrarian spiritual leader.

However, he is also a sharp, tough, expert, innovative businessman and marketer. Stephen has an extensive advertising background that he has put to good use in developing one of the most sophisticated postal marketing businesses aimed at an isolated, target market that we've ever seen.

His customer mailing lists were initially built from the thousands of people who attended his various seminars on hypnosis, past lives, psychic phenomena, and a self-help philosophy called "Bushido SST" (somewhat similar to EST or Lifespring). And he continues to add customers through seminar appearances today. However, he also has utilized the demographics of his seminar-compiled lists so help him make shared selections of other mailing lists to rent. Our best estimate is that he probably has a total mailing list of over 100,000 people who believe in metaphysical, psychic and reincarnationist concepts, and are frequent buyers of literature on these subjects.

There are two innovative business "secrets" Stephen uses to capitalize on his customer list to the greatest extent possible.

One: catalogs disguised as magazines, with considerable editorial content. Both "Self-Help Up-Date" and "Reincarnation Report" are published in magazine format with about 1/3rd the total pages devoted to articles (most by Stephen), book reviews, letters from readers, interviews, etc. This magazine format and content reduces the number of recipients who discard the piece unread virtually to zero.

This method conquers the common postal marketing problem of WASTE la most direct-mail and catalog businesses, somewhere between a fourth and a third of everything sent out is wanted; it's thrown out, unread. by the recipients. Stephen has eliminated this waste factor from his mailings.

TWO: a huge, diversified product line including many new products added every month, so that his readers/customers can purchase every time they receive a mailing from him Stephen's primary products are single cassette tapes, on specialized topics, each retailing for \$9.00 to \$13.00. Even producing these in small quantities, his manufactured cost is below \$2.00 each.

This technique incidentally, is perfectly applicable to the small postal marketing entrepreneur. Create information products such as short reports, booklets, or single tapes that can be produced "onesy-twosy" to fill orders as they occur. This allows you to offer a wide variety of products without inventory expense.

A typical Stephen catalog/magazine may offer as many as 100 different single cassette titles authored and recorded by him plus other books. Tapes, manuals, subscription offers, jewelry, and other products. As he also continues to be in the seminar business, these same catalog/magazines advertise upcoming seminars. With about ten mailings a year, to his lists plus selectively rented lists (to gain new customers). Stephen's business entities combined are a multi-million dollar enterprise.

His is certainly one of the most successful examples of a creative individual who has built a financial empire through postal marketing.

SAMPLE: Sample pages selected from Stephen catalogs appear at the back of this Section. '

CHASE REVEL

American Entrepreneurs Association.
Entrepreneur Magazine

In 1973, Chase Revel ran a one-inch ad in

The Wall Street Journal" offering information for people interested in starting their own businesses, From that initial experiment Revel continued to build a customer mailing list of "upscale opportunity seekers" who purchased a broad assortment of reports and manuals on different types of businesses from his company.

Today, ENTREPRENEUR MAGAZINE is the cornerstone of his publishing mail-order operation, with a combined subscriber and newsstand circulation of over 200,000 readers month. Although ENTREPRENEUR is a "real magazine" with useful articles and features and many different commercial advertisers, it also serves as Revel's catalog, merchandising dozens of "manuals" on different businesses — priced from \$10 to \$100 each, books, tapes, and membership in the "American Entrepreneurs Association"

A couple of years ago excessive expansion and experimentation with different sideline ventures apparently placed Revel's business with financial difficulty, and a Chapter 11 Reorganization was used to salvage the business. It now appears that new-partners were also brought in. and how much of the original empire remaining under Revel's control is open to question. Still, from the small start of a classified ad Chase Revel succeeded in building a postal marketing corporation of national prominence and substantial size. And. today, the company appears to be rebounding and prospering, assisted by the current mass-public fascination with entrepreneurship.

Revel's example could be emulated on a smaller scale, using a newsletter rather than a magazine, as the cornerstone.

UPDATE/REVISED 1989

ENTREPRENEUR MAGAZINE was sold by Revel several years ago. Its new owners are apparently very successful with it its Reports business and a new magazine: *SMALL BUSINESS OPPORTUNITIES*. Chase Revel is in the mail-order jewelry business.

UPDATE/REVISED 1993

CHASE REVEL currently is involved in mail-order TV infomercials and consulting projects. His 1992 infomercial for "vision improving glasses" was enormously successful but led to legal difficulties with the FTC, FDA and several state attorney generals.

ENTREPRENEUR MAGAZINE has become the largest publisher in its field.

DAN KENNEDY co-authored (with Tony Robbins, Fran Tarkenton and the Entrepreneur Magazine columnists) the Entrepreneur Magazine's "Be Your Own Boss System", sold via a successful TV infomercial and in many catalogs, including Nightingale-Conant.

DOTTIE WALTERS Royal CBS Publishing Co.. "Sharing Ideas Newsletter"

Dottie Walters was one of the very first women to succeed as a paid professional speaker, and is possibly best-known as the author of the best-selling book, "Never Underestimate The Selling Power Of A Woman."

In recent years, Dottie has used her success and prominence as a professional speaker to become an "information source" for thousands of other professional and aspiring public speakers. In the process, she has built an impressive postal marketing business.

As "Entrepreneur Magazine" is the cornerstone of the Revel operation, and "Self-Help Up-Date" the cornerstone of Stephen's postal marketing enterprises, so the "SHARING IDEAS NEWSLETTER" is the foundation of Dottie Walters' growing business. "SHARING IDEAS" began as a small, several page monthly newsletters published for speakers about speakers — sort of a sophisticated gossip and business news combinations mix between a "Business Week" and "People" approach. Dottie was able to rapidly build her subscriber base because of three important factors: (1) her personal influence in the profession; (2) the fact that speakers were hungry for information about how well their peers and competitors were doing, and how they were doing it and (3) the fact that many of them saw

PR/publicity value in being written about themselves in the publication.

In several years, the fledgling newsletter has grown to magazine proportions with over thirty pages in a typical issue, and a number of commercial advertisers paying surprisingly high rates for a relatively small circulation — less than 5,000 readers. The content of today's "SHARING IDEAS" still features many short items, somewhat gossipy in nature, about subscribers, capitalizing on everybody's desire for recognition and publicity. In addition, there are many information how-to articles, an "Ask Dottie" column, and other features.

SHARING IDEAS also serves as the main promotional vehicle for Dottie's own numerous books, tapes, publications, and seminars, as well as for others' publications that she markets. In effect, the newsletter/ magazine is also Dottie Walters' catalog.

In addition, to the catalog within the newsletter, Dottie is also in her second year of publishing a comprehensive annual catalog distributed to her subscriber list, selling not only her own materials but also a broad selection of other books, tapes, cassette albums, subscriptions, and other products. In most cases, she's working on a 100% mark-up on others' products, and probably a 400% to 500% mark-up on her own materials.

She writes, edits and prepares the newsletter, the catalog, and other postal marketing materials herself, in her home office, and operates her business with a small staff, including family members.

Also to the same customer base, her ROYAL CBS PUBLISHING COMPANY markets book publishing and printing services. And, her newest, separate business venture, a speaker's bureau, markets its services to speakers and recruits speakers via this same customer base.

Dottie's example is proof-positive that a small specialized market and customer base can support a successful postal marketing business. Her postal marketing enterprises directed at a base

of less than 5,000 customers undoubtedly provides her with a six-figure annual income.

DEAN F. DU VALL

An Information Products Marketer Extraordinaire

I have studied the promotions, products and advice of Dean Duvall Tor many years, and have made a great deal of money as a result

For more than 25 years Duvall has been running lots of full-page advertisements in dl the opportunity magazines, many other business and general interest magazines, and generating millions of direct-mail pieces. mostly marketing moneymaking plans and information but also, occasionally weight loss, dating, and investment products. He has well over a million customers—an obvious testament to the fact that he knows what he's doing in this business.

I suggest getting and studying his materials. Some of his best products are advertised on the pages at the end of this section and may be ordered by making photocopies of these Order Forms and sending them to Dean Duvall's office.

GORDON BURGETT

Communications Unlimited

Gordon Burgett is the perfect example of the true small scale postal marketer, operating an Information products business from his home.

In May, 1985. Burgett received some excellent publicity, when ENTREPRENEUR MAGAZINE did a profile on him in which they observed: "Increasingly, we're living in a world in which information is being devoted bought, sold and traded as a commodity when people ask Burgett what he does for a living, he says 'idea disseminator.'"

I've met Gordon, as he is a National Speakers Association colleague of mine, and about half his income comes from speaking and conducting seminars. The other half is from the "products" part of his business, which is heavily dependent on postal marketing. He runs his business from

his home, with virtually no normal business overhead. Most of his products are how-to books, tapes, reports, and newsletters aimed at showing freelance writers, lecturers and other creative-types how to increase their earnings. Last year, his company grossed a reported \$90,000.00 netting Gordon over \$50,000.

Gordon Burges is using many of the principles advocated in this Course, including creating and producing most of his own products; targeting specific markets: selling to the sellers; operating minimal overhead, and His success is duplicable by just about anybody who will learn and adhere to these same principles.

Direct Marketer Of Money Management Courses Pulls Leads That Could Total \$13.5 Million.

by Emanuel Soshensky

Home Educational Services, a direct marketer of basic and advanced courses in money management has generated leads that could total \$13J million with a mailing to 4.5-million names. Last September, the firm pulled \$8.8 million in potential income with a mailing to four million names. In addition, the sales rate has increased by more than .2 percent.

The films sales rates are measured by the number of responses to the total mailing by sending a \$5 registration fee. Potential sales are measured by multiplying the number of people who registered for the course by the total cost of \$275, which does not include postage and handling. Last September's mailing has generated actual income of \$4.8 million.

The most recent mailing of 4.5 million pieces took place from December to February. Sales rates are running in excess of one percent At least 45,000 people have paid the \$5 registration fee for the course of 29 lessons, the first two of which are free to registrants. The other 27 lessons are \$10 each plus postage and handling. Taking account of dropouts at various stages of the course, sales volume is projected at \$6.75 million or \$235 million above last September's mailing. Sales figures are currently being compiled. ~"

Source DIRECT MARKETING NEWS. April 1, 1984.

1990 Note This company continues to do an outstanding job with direct-mail marketing of its Courses. A 1990 mail-piece of theirs is reproduced at the end of this Section.

Direct Mail Led To \$15-Million In Sales For Audio Cassette Firm

Gross sales volume for the \$1 million to dose to \$15-million over the past five years, an increase which Lloyd Conant president attributes to the expansion of his firm's direct mail program.

In 1978, a test mailing of 20,000 pieces to promote a six-cassette package called The Psychology of Winning pulled in two percent response.

The successful mailing prompted the firm to revamp its marketing program which is now conducted 95 percent through direct mail and five percent through distributors, a reversal of its former strategy.

In 1983, Nightingale-Conant mailed 11-million direct mail pieces and sold approximately 500,000 cassette programs.

Source: DIRECT MAIL NEWS. June 1, 1984,

UPDATE/REVISED 1989

Both founder Earl Nightingale and his partner, Lloyd Conant, have passed away. David Nightingale is now President of the firm. The company has become the world's largest audio-publisher with both mail-order and bookstore distribution. This year, I had an opportunity to edit a new PSYCHO-CYBERNETICS PROGRAM and write a new PSYCHO-CYBERNETICS SUBLIMINAL CASSETTE PROGRAM which Nightingale-Conant is offering in their August Catalog and a solo direct-marketing campaign later in the year.

UPDATE/REVISED 1993

Nightingale-Conant is a much larger

company than this article indicates; the largest audio publisher.

SHE TURNS ON THEIR LIGHT

Publisher Kathy Kolbe helps bright kids shine brighter.

Many a parent has joined a PTA committee and tried to improve the quality of education. Kathy Kolbe, 44, of Phoenix, did that — and more. She stilled an educational publishing company, Resources for the Gifted, that in only a few years has grown sales of \$1.1 million. Kolbe has gone from unpaid volunteer to \$50,000-a-year president of her own firm. As sole stockholder, she could become a multi-millionaire if she ever decides to sell out

In childhood, Kolbe was handicapped by dyslexia and dysgraphia, which made her read and write backward. She overcame her problems with a vengeance. As she recalls, "I felt that if I could learn to read, I could be an author, and if I could learn to write, I could be an editor." So she studied journalism at Northwestern.

Later, as the mother of two exceptionally bright children, Kolbe unintentionally launched her career in 1972 by complaining to the school principal about the lack of special programs for gifted kids — typically those with IQs of 130 or higher. That led to her being asked to chair a school district committee to develop such a program, and she spent a year interviewing parents, students, educators and psychologists. The paucity of special educational materials and the eagerness with which parents and teachers greeted her project helped to fan Kolbe's interest. To test her recommendations, in 1975 she set up a summer school for gifted children and founded Resources for the Gifted.

Fringe Benefit

After 5 years the school was so successful that Kolbe, with no formal training as an educator, started giving seminars on teaching the gifted child. Teachers deluged her with requests for classroom materials, and ads she placed in educational magazines and mailed to schools

swelled orders. Kolbe's stock of books, games and kits from many publishers spread from a spare bedroom to three sheds in her backyard. She began developing, editing and publishing her own materials in 1979.

Resources for the Gifted has published 71 items designed to stimulate children's critical thinking, reasoning and creativity. Through it all making money has been almost a fringe benefit for Kolbe, who seems to derive her greatest satisfaction from her role as educational reformer. Doing well by doing good has brought her honors along with wealth: in April the Small Business Administration named her Arizona's Small-Business Person Of The Year.

Source SECRETS OF THE MILLIONAIRES by George F. Sterne.

BOOK DEALERS WORLD INTERVIEW WITH JERRY/UCHANAN

Jerry Buchanan could be called an "oddity" in the self-publishing/ writing field. He does not fit the standard mold of most successful home-business entrepreneurs. His formal education stopped at 17 when he graduated from high school and entered the Marines as a private during the WWII year of 1943. After discharge, he entered the field of educational selling and never did go back to school, formally. In the ensuing years, he says he must have sold every specialty item in existence — from cookware to encyclopedias to new automobiles. Twenty-two years of on-the-road commission selling gave him the experience that finally lead to his first love — writing..

Today, he is ten years into writing/publishing/promoting his own highly successful periodical — TOWERS Club. USA Newsletter, an eight-page, typeset marvel of wit, brevity and style. (Post Office Box 2038. Vancouver. WA 98668.)

BOW: How much of most self-publishing success is due to writing ability and how much in promotional ability?

JB: This may disturb a lot of your audience but I won't pull any punches on that question. I figure

the writing is only about 10% of the job. Successful promotion constitutes the other 90% including the preparation of the manuscript for the printer, choosing the type, the format, the binding, the cover stock: and all the other minor aspects.

BOW: But Jerry, aren't there less expensive ways to pull a boot-strap operation in self-publishing? Can't a reasonably intelligent person write and publish something less than a full-blown book and market it profitably?

JB: Well of course there are. I did it. and my starting capital in 1968 was \$33.60 to buy a small on-running classified ad in a local farm journal. My product was a short 700-word report on how to eliminate moles and gophers from your garden, which costless than \$25.00 to have printed up in lots of 300. The report sold for \$2 a copy, at first and later \$3. Believe it or not, I still sell that darned thing all these many years later. Get orders every day. Those little \$3 checks have added up over the years to what amounts to probably \$35,000. And my small ads still only cost me a paltry few dollars each month. I figure I created a small gold-mine the day I wrote it- and it took me about half a day to research the material and less than an hour to type it and take down to the printer.

BWD: Jerry, what books have some of your people published and sold in great numbers-of?

JB: There have been so many it's hard to know where to start answering that one. And you mustn't forget news lettering. Many of my followers have launched successful newsletters and done extremely well with them too. Dome Walters with "Snaring Ideas -The Newsletter For Public Speakers" has done a magnificent job down there in Glendora, California Howard Ruff and his "Ruff Tunes N/L" is one of my subscribers, as is Howard Perm Hudson and his famous Newsletter on Newsletters out of Rhinebeck, N.Y.

There are literally hundreds more. But books and reports — well there's Jim Praia an insurance agent down in Tulsa who wrote a report called "The Multi-Million Dollar Insurance Fraud." He's

sold some 350,000 copies of that little gem in the last 4 years. It's all about how insurance companies take you to the cleaners many times, if you buy the wrong kind of life insurance for your own circumstances. He has not only made a fortune selling his book, but he has recruited hundreds of new agents and sold millions of dollars worth of insurance to the buyers of thereof. Then we've had books and reports on such things as computer technology, word processing, penny stock drug abuse, how to start and operate a small business, cookbooks, mail order, creative writing, natural birth control marriage and divorce, photography, real estate; the list could go on for days. Self-improvement, metaphysics, religion, mind control, success-seeking are all good subjects to write about, and no one can ever cover any of those subjects to the point where the market will be saturated.

Source AMERICAN BCOCKDEALERS EXCHANGE

JACK KUHNEMUND

Author. "The Jack Kuhnemund Home Mail Order Ran".

Professional DM-Copywriter*

Jack's first experience with Postal Marketing occurred while he was working as an automobile salesman, looking for a way to make extra money and, ultimately, get into his own business. He got serious about the goal of succeeding in the mail-order business and spent the better part of a year studying everything about the business he could lay his hands on.

His first product was an 8-Page booklet: "How To Win At Bingo". which he and his wife wrote themselves. His first ads — small classifieds — were placed in rural publications, like Grit and Cappers Weekly, and in the National Enquirer and other tabloids. At the time, he spent less than \$200.00 on the first group of ads. (Today, it might take \$1,000 to \$1,500 to duplicate the same test)

Those first ads offered the booklet directly at a price of \$2.00. and Jack reports receiving over \$3,000 in orders. By carefully investing his profits, continuing to advertise the successful product, thinking up and testing new products, he

made over \$140,000 his first year. And he has gone on to become one of the highly respected, high-paid direct response ad copywriters/consultants in the country.*

Now, here's the important point he was "self-taught" He taught himself how to write deadly, super-powerful ad copy. He taught himself how the business works. He had no educational, generic or economic advantage over you. What he did, you can do. True, as I pointed out, the economics of the business have changed since he started; for one thing, ad space is costlier. But this requires 'adjustments.' The basic principles remain the same. There is nothing stopping you from similar success — except your own lack of initiative.

•For more information on Mr. Kuhnemund, see the Section in this Course on freelance copywriters/consultants.

JOE KARBO AND THE LAZY MAN'S WAY TO RICHES"

Joe Karbo's book THE LAZY MAN'S WAY TO RICHES may have inspired more people to enter the field of self-publishing and mail-order promotion of information products than any other book. And his ad for the book (reprinted at the end of this Section) is one of the most widely copied ads of all times.

This ad is so good it was profitable just about anywhere it ran — the New York Times, other newspapers, opportunity magazines, tabloids, you name it. Joe first got rich (from dead broke) marketing gambling systems by mail. Then he described his method in this book, and ran this now famous ad — which made him millions of dollars a year for a number of years. He passed away in 1980, a happy man, leaving behind this legacy that has inspired and educated so many of us in this business.

The basic "pitch" in this ad has now been duplicated so many times, by so many different marketers it is a cliché — yet it still works. You will find "the Karoo pitch" inside the Tony Robbins infomercial... inside the Sam Pitts 'Daily Cash In Your Mailbox' infomercial...and in many

others as well as in countless copycat magazine ads. I've reprinted three of the longest-running copycat ads here. also. Mark Hadsen's ran just about everywhere for several years. The John Wright and David Bendah's ad have had even longer lives.

Hopefully this delivers a powerful message to you. If you "get" this message, you'll avoid wasting a lot of time, energy and money running around insisting on selling what people do not want

IDEASTORE

By Dick Housman



IDEA-OF-THE-MONTH

Audio cassette sampler welcomes new Valley of the Sun customers

Richard Sappelen of Valley of the Sun Publishing in Malibu, California, credits Idea Store for his success in creating something special to send along with new customer orders—and he came up with an idea which we feel deserves an idea-of-the-month trophy.

With such new customer orders for backlist or long-out-of-print titles, just including music selected from the company's albums. The album is titled "Thank You Music—An Audio Sampler for New Valley of the Sun Customers."

A message from Richard Sappelen is printed inside the cassette jacket.

"We are delighted to have you as a Valley of the Sun customer. We hope you'll soon experience for

yourself the life-changing power of our audio and video tapes, and the lesser power generated by our music.

Just to say thank you for ordering from us, I am including this sampler of excerpts from some of our best-selling music albums. If you'd like a more complete album, please see the back of this issue."

On the back of the insert was a rubik's cube. Sappelen tells us, "The approximate \$1 cost is covered many times over by orders for full-price music albums." And he adds, "Many of our new customers even take the time to call or write us a special thank-you note for the unexpected gift."

"We're sending one of our 1000 of the Month trophies to Mr. Sappelen. If you want to contact him, he can be reached at The Sappelen Corp., Box 28, Malibu, Calif.

Imaginative stepsakes prizes make Sassy mailing a success

Colorful reply card enhances American Express mailing

LEVEL #2 — For the More Advanced DAX-Doer

Personal Success™ Strategies of Today's Young Millionaires

If you think you have what it takes to join the ranks of today's highly successful young millionaires — the ones you read about and see on television — then here is the ammunition you need to back you up:

A DAX-Powered home study course with 8 cassette tapes plus supplementary booklets packed with exciting guidance, instruction and inspiration for all the basic wealth-producing endeavors including:

- #1 AMERICAN DREAM: A THRIVING BUSINESS OF YOUR OWN!
- #2 TAKE STOCK IN YOURSELF: AN INTELLIGENT APPROACH TO STOCK MARKET SPECULATING
- #3 MINING THE REAL RICHES IN REAL ESTATE! (Includes a DAX original method to put an extra \$25,000 in your pocket each January . . . 100% tax-free!)
- #4 COMMODITY FUTURES TRADING: THE HARD/FAST TRACK TO RICHES!
- #5 MAIL ORDER: GETTING FINANCIALLY SET FOR LIFE!
- #6 WRITING AND PUBLISHING: FROM WORDS TO RICHES!
- #7 SUPERIOR HEALTH EQUALS GENUINE WEALTH: IN SEARCH OF FEELING GREAT!
- #8 POSMETUDE®: A DAX DYNAMIC FOR A HEALTHFUL, HAPPY LIFESTYLE! (This is actually a Bonus Tape which thousands of DAX-DOERS have found valuable in their quest for Personal Success.™)



#10

Advertised T.V. price: \$295.00 . . . YOUR PRICE NOW, ONLY \$195.00!!

DAX Complete Guide to Direct Mail & Mail Order

Venerable classic of mail order literature since 1974—this is the 24th printing! Beyond the fancy trappings of many successful mail order entrepreneurs sits a well-worn copy of the "DAX Guide." Everybody of any importance (to us!) has read it.

#11 Have you? \$25.00

How To Average \$1,000 A Week (Or More) In The Stock Market (Bear or Bull)

A high intensity, hard information-packed boon to the astute investor interested in a paradoxically simple DuVall concept for selecting and trading certain issues generally by-passed by others—yes, under the nose of all on the major exchange. Approach has unfailingly stood the test of time—ten years so far.

#12 \$100.00

How I'm Creating A Fortune In Real Estate (Using Other People's Money, Time & Talent)

Unique, workable, genuine method for building a fast real estate empire starting with first windfall potential profit of \$20,000 cash money within 60-90 days after studying the book. Not a rental property scheme—nor will you need to get your hands dirty or invest a dime of your money on your way to becoming a real estate tycoon!

#13 \$32.50

DAX SurTHRIVAL® System

This is THE world-famous 4-hour cassette tape program bolstered by important written text materials crammed full of vital data, instructions, necessary forms and documents—everything you need to survive and THRIVE during these economically perilous times. A truly exciting blueprint for financial success—which you can absorb at home or in your car.

#14 \$89.50

DuVall Seminar for Writers/Self-Publishers & Mail Order Entrepreneurs

4 full hours of cassette tapes distilled from an all-day in-person seminar in Washington, D.C. packed with men and women who travelled from all parts of the world to hear the "master." Now you can as well—at a fraction to the cost.

#15 \$195.00

DuVall Formula For Major, LASTING Weight-Loss!

When you've tried everything else and have gotten really serious, here's a 65 minute cassette that will help you to gain total freedom from fat . . . forever! Also learn how to control arthritis pain, significantly lower cholesterol level and avoid heart disease! *Highly recommended!*

#16 \$19.95

DuVall On: COLLECTIONS

BILLIONS OF DOLLARS being referred to North American debt collection agencies presents unprecedented mega-bux-producing opportunity! Your chance to get a slice of the tremendous money-pie by COLLECTING those bad debts rather than worrying how to pay your own! Everything you need to know to start in this fascinating field—with little or no capital.

#17 \$25.00

Grab Your Share Of The Wealth!

This was the *first* and for many years the *only* comprehensive course on the highly profitable field of newsletter publishing. You will learn everything you need to know about the subject from world-class expert, Dean F. V. DuVall, creator of several popular n/1 including the DAX MONEY-MAKER® CONFIDENTIAL.

#18 \$100.00

DuVall Method For Acquiring Great Self-Publishing Wealth

Long revered as the "Bible" of self-publishers the world over and frequently used as basic text in seminars and accredited college level courses. Two blockbuster, surefire systems detailed which have been the impetus for creating virtual fortunes in the industry—and this eye-opening data is available nowhere else in the world!

#19 \$25.00

Personal Success™ Strategies of Today's Young Millionaires

If you think you have what it takes to join the ranks of today's highly successful young millionaires — the ones you read about and see on television — then here is the ammunition you need to back you up:

A DAX-Powered home study course with 8 cassette tapes plus supplementary booklets packed with exciting guidance, instruction and inspiration for all the basic wealth-producing endeavors including:

- #1 AMERICAN DREAM: A THRIVING BUSINESS OF YOUR OWN!
- #2 TAKE STOCK IN YOURSELF: AN INTELLIGENT APPROACH TO STOCK MARKET SPECULATING
- #3 MINING THE REAL RICHES IN REAL ESTATE! (Includes a DAX original method to put an extra \$25,000 in your pocket each January . . . 100% tax-free!)
- #4 COMMODITY FUTURES TRADING: THE HARD/FAST TRACK TO RICHES!
- #5 MAIL ORDER: GETTING FINANCIALLY SET FOR LIFE!
- #6 WRITING AND PUBLISHING: FROM WORDS TO RICHES!
- #7 SUPERIOR HEALTH EQUALS GENUINE WEALTH: IN SEARCH OF FEELING GREAT!
- #8 POSMETUDE®: A DAX DYNAMIC FOR A HEALTHFUL, HAPPY LIFESTYLE! (This is actually a Bonus Tape which thousands of DAX-DOERS have found valuable in their quest for Personal Success.™.)



#10

Advertised T.V. price: \$295.00 . . . YOUR PRICE NOW, ONLY \$195.00!!!

DAX Complete Guide to Direct Mail & Mail Order

Venerable classic of mail order literature since 1974—this is the 24th printing! Beyond the fancy trappings of many successful mail order entrepreneurs sits a well-worn copy of the "DAX Guide." Everybody of any importance (to us!) has read it.

#11 Have you? **\$25.00**

How To Average \$1,000 A Week (Or More) In The Stock Market (Bear or Bull)

A high intensity, hard information-packed boon to the astute investor interested in a paradoxically simple DuVall concept for selecting and trading certain issues generally by-passed by others—yes, under the nose of all on the major exchange. Approach has unfailingly stood the test of time—ten years so far.

#12 **\$100.00**

How I'm Creating A Fortune In Real Estate (Using Other People's Money, Time & Talent)

Unique, workable, genuine method for building a fast real estate empire starting with first wind-fall potential profit of \$20,000 cash money within 60-90 days after studying the book. Not a rental property scheme—nor will you need to get your hands dirty or invest a dime of your money on your way to becoming a real estate tycoon!

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#19 **\$25.00**

LEVEL #3**For the Professional—Or the Self-Assured:
The DAX Premium Info-Data Programs****DAX Formula for Building a REAL Estate:** Real estate holdings form the solid foundation of many major fortunes, but in most situations, those holdings were accumulated in the free-wheeling, glorious tax-free days of yesteryear!Today, there is a different attitude, a changing discipline—totally new rules . . . and to be a winner in *this* real estate market one needs a wholly fresh approach which concentrates on unique methods for creating huge cash flow without being affected in any way by the new tax regulations.

And that's exactly what the DAX FORMULA FOR BUILDING A REAL ESTATE is: A never-before-revealed, solid, simple program for realizing upwards of \$468,000.00 cash per year . . . totally tax-free forever!

And no . . . this is *not* some hokey, junk property deal like you've seen the 'good ol' boys' hype on television. It is the DAX-WAY of creating a virtually trouble-free, wholly tax-free-forever cash fortune!

#20

\$1,000.00

DAX Triple System for Day-Trading Gold Futures: Don't even come near this unless you're ready for life in the *express lane*! Perhaps more money is made (and lost) each day by commodity traders than any other legal money game. In fact, U.S. government statistics show that 75% of commodity traders *lose money*. Of course that means that 25% are picking up the marbles . . . and the purpose of *this* DAX premium info-data package is to try and throw those 3-1 odds a bit more in your favor.

I developed the DAX TRIPLE SYSTEM FOR DAY-TRADING GOLD FUTURES the hard way and only after trading contracts totalling over 12.7 million dollars in face gold, and losing over 46 grand!

These systems are designed for day-trading only and although I'm told they will work on certain other commodities as well, my experience has been limited to trading in gold, hence the name.

Many traders swear by the excitement—and no doubt some swear at it . . . and I will only guarantee you that you'll never again experience a dull moment if and when you decide to trade commodity futures of any kind!

#21

\$1,000.00

DAX Programmed Stock Investment Strategy: Youngsters barely out of their teens are earning hundreds of thousands each year in investment banking. Discount brokers have all but turned the industry upside down. And as with real estate, tax revision has wiped away the smile from many otherwise happy investors. No, let's call people who buy and sell stocks by their true name—Speculators. Because stocks do go up and down and depending upon which way you want them to go at the time you own 'em you can lose or gain big bux.

Our PROGRAMMED STOCK INVESTMENT STRATEGY is brand new—although it evolved from nearly twenty years of intense research and practical application. It was designed to eliminate the anguish and frustration that usually goes with stock trading by virtue of making the all-important decisions for you, such as when to buy, when to sell, how much to retain—all on a systematic basis.

No computer is needed, and only a minimum amount of time is required and that can be during the evenings or weekends when the market is closed. And best of all, this strategy works best with low-priced stocks (under \$10.00 per share) and it also works equally well with large portfolios or tiny ones.

You don't need big bux to start trading stocks intelligently, but you do need a fresh and daring STRATEGY!

#22

\$1,000.00

DuVall Master Mail Order Matrix: Since its introduction a few years back, the DU VALL MASTER MAIL ORDER MATRIX and the techniques espoused therein have come to be considered the epoch of several modern day mail order millionaires. I know that to be a fact, and I'm glad because that's exactly why I devoted two full years to developing it. And then I had to go and put a big price on it so everybody and their brother wouldn't get their hot little hands on the thing and ruin it for everybody else!

Many people have told me over the years that the other, lower-priced books that I've written on the subject of mail order have taught them everything they know. That may very well be true—but that does not mean that those books taught them everything that I know(!) The MATRIX comes about as close to doing that as anything in existence.

Specifically, the DU VALL MASTER MAIL ORDER MATRIX was created for the man or woman who wants to gear up for a minimum of \$1,000,000.00 in annual income—earned exclusively from mail order. Many are doing just that. It's neither hard nor easy—it just is *happening*, and the entire thrust of the MATRIX is to show you how YOU can do it.

And as a little bonus you'll also learn how yours truly has been doing it for . . . (forEVER, it seems . . . but I guess it's only 25 years now). An absolute MUST for the serious mail order entrepreneur!

#23

\$1,000.00

Your Choice of Any Two of the Above \$1,750.00!**LIMITED DAX DEALERSHIPS AVAILABLE A Pair of Unique Opportunities****DAX Super Wealth-Builder Project:** Now in its seventh year, the "project" was created for the newcomer to the mail order industry and designed to allow anyone with or without experience to enter this fascinating world with a huge roster of fast-selling books, manuals, reports and cassette tape programs PLUS professionally produced and tested sales materials PLUS a proven system for marketing . . . all without any investment in or purchase of inventory.

NOT an MLM program — but commissions are a generous 70%! Kit includes operations manual, camera-ready copy, samples, individually assigned identification number—everything needed to start a DAX-powered, home-based business!

#24

- 94 -

\$4.95

DAX Marketing Director Program

A highly developed and sophisticated program (for the serious mail order business person) with an extensive compliment of full page advertisements, direct response brochures, circulars, etc. permitting wholesale purchases that yield upwards of 80% gross profits. Honed to perfection over a 20+ year period, a large 35 page DAX MAIL ORDER SUCCESS PAX which fully details the program is available.

#25

\$5.00

DAX Super Wealth-Building Project

A Fabulous, On-Going, Wallet-Fattening, Home-Based Business of Your Own That Could Pay You \$1,000.00+ Per Week — For As Long As You Care To Rake It In!

IT CAN BE YOURS — RIGHT NOW — RIGHT HERE — IF YOUR 'GET UP AND GO' HASN'T 'GOT UP AND GONE' BUT... DO STUDY THIS EXCEPTIONAL PROPOSAL CAREFULLY — WE ARE NOT LOOKING FOR MERE DAY-DREAMERS — ONLY SERIOUS DAX-DOERS!

THE PERFECT BUSINESS

During 20+ years of investigating (as well as creating) unique, home-based businesses, I've discovered an almost perfect business for the perfect business opportunity:

- Product or service must be moderately priced and in great demand by the masses.
- Start-up costs should be very low and overhead kept to bare minimum.
- There must be a very high profit margin with all sales... % advance—no credit or accounts receivable.

- Low initial education, skills or talent required.
- No or desirable fees, not should be invested in inventory or supplies.
- The business should be structured to avoid any overhead (if any).
- All the privacy, comfort and highly anticipated cash-in-the-bank profits should be projected cash-in-the-bank profits — at least \$1,000.00 per week.

... what I have been waiting for all my life! Worth the wait of time the cost never thought I would be so easy to make so much money. Hope others will do by your wealth building systems. Top... feel free to contact me and please my name— Ernest Raymond, Pennsylvania.

That's a laugh, tell order—especially in today's mega-but economy where a single night and on the town can eat up an entire week's salary of just a decade ago. But it is possible if you use your smarts and if you connect with a prime source which recognizes that the guys and gals who generate the sales volume are the ones entitled to a large share of the profits—but the other way around!

If you agree, then let's talk about a brand new, fresh, exciting, highly respected, wholly legal, highly ethical and potentially the greatest wealth-producive you've ever see in your lifetime. I call it:

The DAX Super Wealth-Building Project

The concept from your standpoint is simple whilst your profits are truly tremendous! For DAX

to be successful YOU must be successful—and to pay big for your help! Here's how it works:

1. You decide that you do in fact want to start a successful home-based business and that you can devote some spare time (of your choice) each week to your profit pursuit. In the beginning, allow at least 2 hours weekly.
2. You fill out the DAX-Action form in this brochure and send us the basic fee to get started.

"Receiving your material just gives me a big lift in knowing I have a real viable people and real money." — M. Brown, New York.

3. DAX immediately prepares a file for you, assigns a six digit number which is yours alone and rushes your starter kit/operational manual to you.
4. Using camera-ready copy furnished with your operational kit (in which YOUR number has been inscribed) marketing brochures are produced at lowest possible cost by a source of your choice. (We are NOT asked to secure printing from DAX — we're not!)
5. Through a series of ingenious low cost and/or no cost distribution methods (which we reveal to you) you get your brochures spread to the public far and wide. You are not limited to any state, region or territory—all of North America is your marketplace!
6. The orders will come directly to DAX—you are not bothered with DAX will process and ship at once and credit your numbered account with each sale.
7. Once each month—on the 28th—as send you a report plus our own sales representing 10% of the monies due you for that month's activity. That, in seven glorious steps is your step-by-step SUPER SUCCESS! Why? Here's why:

"I'm always thank you for helping me get on the road to prosperity." — Jay Robinson, Massachusetts

A WORD ABOUT THE CHIEF DAX-DOER

For the past 25+ years Du, Mr. & Mrs. the creator of the popular Dax Super Wealth-Building Project series and the author of the practical step-by-step "The Big Green" (published by Life Staff Inc., New York). Unlike most he has never had to resort to the usual DAX DOERS' "excuses" and no such policy is expressed or implied.

selling, hottest products that have several million dollars worth of prestigious space advertising behind them. You've seen full page ads for our products in such publications as ENTREPRENEUR, FAMILY WEEKLY, MOTOR TRENDS, TV GUIDE, MOTHER EARTH, POPULAR SCIENCE, THE STAR, INCOME OPPORTUNITIES, MIDWINTER-GLOBE, MONEY.



DAX - For Personal Success™

MAKING OPPORTUNITIES, SUCCESS UNLIMITED, NATIONAL EXAMINER, OUTDOOR LIFE, CONSUMERS LIFE, MEDICAL BULLETIN, NEW REPUBLIC, NATIONAL SPILL-LIGHT, MECHANIC ILLUSTRATED, MONEY, WORTH, AMERICAN WAY, SPECIALTY SALES, MAN, MOTHER JONES, AMERICAN BUSINESS, SALESMAN OPPORTUNITY, SPORTING NEWS, HUMAN EVENTS, SPORTS AFIELD, FAMILY HANDYMAN, WRITERS DIGEST, NEW SHELTEN plus hundreds of others.

- EYE-POPPING FEATURES — AVAILABLE NOWHERE ELSE. In time, you may well build a thriving, pulsating business entity which pours \$50,000 to \$100,000 or more per year

"What I first read your ad I must admit I was skeptical, but after reading your report, I'm everything you said is true and much." — John Matthews, Chicago

In your file, yet consider this: Unless you want to be a "take" order (taking a friend's name/address) and verify that your next report has that order in it. Think about it. Never again will you wonder if your price source is building on you! Not only would DAX not — it CAN!

- DAX provides you with the opportunity to associate yourself with the finest and best known products in the money-making/improvement industry, yet you are a totally independent business person!

"... in over 20 years I have never found any other company as willing and profitable as the DAX reports." — Clippie the Street Librarian

Bottom Line Buy

But you want to know how much actual cash money you're going to make, right? It's actually up to you but we're going to show you monthly sales collecting the highest percentage of gross sales available anywhere in the industry without requiring you to invest hundreds or thousands of dollars. Not 10%, 25%, or even 50%. No, we'll be paying you such a high percentage of gross sales that for DAX to profit from the small amount left we must ensure YOUR success in a big, high sales volume way! And with our few decades of experience marketing experiences behind us—and you'll need in your own personal determination!

How much will we be paying you???? A FULL 70% OF ALL SALES! That is a phenomenal \$700.00 for every one thousand generated—and truthfully, for years I've opened mail with more than that in it doing a coffee break!

You know there's a fortune to be had from mail order—because you've seen my post in millions of ads and direct mail pieces for over 20 years—but now, I'm extending a hand to you personally and saying, "Hey guy (or gal)—I've made my fortune—now, I'd sincerely like to share it with you. Want a piece of the fabulous DAX-ACTION?"

— Dean F. V. Du Val

"Many thanks for opening a new world for me. I'm hooked for life!" — The Kettle Murph

Refer to #1 of DAX-ACTION form



Dean F. V. Du Val

Pure Gold from the Exclusive DAX Treasury

DAX Complete Guide To Direct Mail & Mail Order . . . \$25.00

Venerable classic of mail order literature since 1974—this is the 24th printing! Beyond the fancy trappings of many successful mail order entrepreneurs sits a well-worn copy of the "DAX Guide." Everybody of any importance (to us!) has read it. Have you?

#2 "Unequaled comprehensive distillation of fantastic profit-producing mail order techniques!"



\$100,000 In 90+ Days . . . \$10.00

Considered one of the most successful of the exclusive DAX Special Reports — you will learn of an exciting and pleasant business plan — the same one you've seen advertised in countless full page ads.

"Man left comfortable \$35,000 job—used this idea . . . made \$120,000 last year in badly depressed area." **#3**

How I'm Creating A Fortune In Real Estate (Using Other People's Money, Time & Talent) . . . \$32.50

Unique, workable, genuine method for building a fast real estate empire starting with first windfall potential profit of \$20,000.00 cash money within 60-90 days after studying the book. Not a rental property scheme —nor will you need to get your hands dirty or invest a dime of your money on your way to becoming a real estate tycoon!

#4 "This concept is the only to stand the stress of a failing economy because it works!"

DuVall On: COLLECTIONS . . . \$25.00

BILLIONS OF DOLLARS being referred to North American debt collection agencies presents unprecedented mega-bux-producing opportunity! Your chance to get a slice of tremendous money-pie by COLLECTING those bad debts rather than worrying how to pay your own! Everything you need to know to start in this fascinating field—with little or no capital.

"Within five years business may have market value of ONE MILLION DOLLARS!" **#5**

Du Vall Formula For Major, Lasting Weight-Loss! \$19.95

The 65 minute cassette tape that helps you to gain total freedom from fat . . . forever! Learn to control arthritis pain and lower cholesterol level, too!



#6 LOSE WEIGHT QUICKLY, SUITLY AND SAFELY!

DuVall Method For Acquiring Great Self-Publishing Wealth . . . \$25.00

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Basic "inside" exciting hard data for the aspiring self-publisher! **#7**

DAX SurTHRIVa!® System . . . \$99.50

This is THE world-famous 4-hour cassette tape program bolstered by important written text materials crammed full of vital data, instructions, necessary forms and documents—everything you need to survive and THRIVE during these economically perilous times. A truly exciting blueprint for financial success—which you can absorb at home or in your car.

" . . . erased my financial burdens and became a land-owner (40 acres). Thanks to you, I have SurTHRIVED!" **#8**

DAX Incredible Money-Machine . . . \$10.00

The intriguing title of this report sums up the feeling you may experience when you have in place the business concept described. Each time you have a need or desire for more ready cash, you just sort of "crank up the old money-machine" and in due course—out flow the bux!

#9 "As I write this letter, my desk is cluttered with CASH . . . I employed the project you outlined."

An Investment with the DAX Stamp of Approval . . . \$10.00

A couple years back you could walk into any U.S. Post Office, plunk down \$1.07 and walk out with a few certain stamps recently quoted at \$335.00! Just one example of this mind-boggling growth investment with AVERAGE gains of 3.673% during past half century! Report reveals which stamps have soared and why.

Anyone can start investing in stamps—with as little as ONE CENT OF CAPITAL! Fact—not hype! **#10**

How To Earn One Million Dollars Per Year . . . \$10.00

The newest DAX Exclusive Report sweeping the nation! An exciting, easy-to-start home-based business that just may put YOU in the millionaire class!



#11 "THIS METHOD MADE ME A MULTI-MILLIONAIRE!"

DAX Primer For Commodity Speculators . . . \$20.00

If you beat the 3-1 odds of life-in-the-fast lane commodity futures trading (gold, silver, grains, etc.)—you'll be rich. In fact, perhaps more fortunes are made (and lost)—faster—by futures trading than ANY other endeavor. Either get thoroughly educated—or stay out! Our low-cost primer helps you decide.

U.S. government says 75% lose money—leaving 25% to grab it. Which group will you be in? **#12**

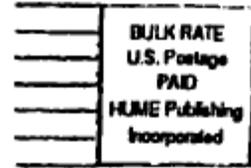
How To Average \$1,000 A Week (Or More) In The Stock Market (Bear or Bull) . . . \$100.00

A high intensity, hard information-packed boon to the astute investor interested in a paradoxically simple DuVall concept for selecting and trading certain issues generally by-passed by others—yet under the nose of all on the major exchange. Approach has unfailingly stood the test of time—ten years so far.

#13 Not a stock advisory service—but a system that helps you pick the winners!



835 Franklin Court
 Box 105649
 Atlanta, Georgia 30348



Anyone can learn how to make a million dollars. But not everyone is millionaire material...

Do you have what it takes to become a Millionaire?

If you can honestly answer "YES" to these 5 questions—You qualify:

OPEN NOW
 Respond by
February 20, 1991

- | | | |
|--|------------------------------|-----------------------------|
| 1. Do you sincerely enjoy making money?
• Seeing your savings grow? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| 2. Do you want to live richer now—well
• <u>before</u> you retire? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| 3. Are you a positive person, willing to say
• "I can do it"—rather than "Why bother,
it wont work?" | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| 4. While you continue to work in your chosen • business or
• profession, are you... | | |

If you've answered "YES" so far, it will pay you to finish. See letter inside...

Want to be financially independent?

**It takes only 2 things—
and neither one of them is
money.**

You don't need a fancy education either—or business contacts, or expensive advisors. And you don't have to give up a thing, but a little of your leisure time.

As a matter of fact, you may already be half-way there.

Too good to be true?

See inside, then decide for yourself.



Ronald C. Hume
Founder
HUME PUBLISHING
Atlanta • Los Angeles • Toronto
Publishers of Financial Educational
Materials since 1974

Anyone Can Learn How to Make a Million.
But Not Everyone is Millionaire Material. . .

Do you have what it takes to become a Millionaire?

If You Can Honestly Answer "YES" to These 5 Questions—You Qualify:

1. Do you sincerely enjoy making money?
Seeing your savings grow? Yes No
2. Do you want to live richer now—well
before you retire? Yes No
3. Are you a positive person, willing to
say "I can do it"—rather than "Why
bother, it won't work?" Yes No
4. While you continue to work in your
chosen business or profession, are you
willing to give some of your leisure
time to making money—and keep at it
as your money grows? Yes No
5. Do you want to try first before you
commit, because you prefer to judge
and decide for yourself? Yes No

If you can say "Yes" to these five questions—good. You'll find this letter of great importance—as a matter of fact, it could change your life!

Dear Reader:

There are two basic requirements for every self-made Billionaire. I believe you may already have one of them.

This first requirement is the right attitude. If you've got it, you're halfway there. And if you answered "Yes" to the 5 questions, it's likely you do.

The second requirement is knowledge. This is something I can give you. Actually, it's something a group of self-made millionaires can give you because I've brought them together in an exceptional wishing and start winning. Cut yourself in.

America is still the land of opportunity for those who know how to take advantage of that opportunity. Come join us.

Sincerely,

A handwritten signature in black ink, appearing to read "R. Hume", with a long horizontal flourish extending to the right.

Ronald C.
Hume Founder

P.S. A smart investor right now is probably asking what all of this costs. You're going to be surprised when you learn how little it is.

Each lesson is only \$6.95 (plus a small shipping and handling charge). There are two free lessons plus the remaining lessons that you pay for, sent to you four at a time. And you're not committed to accept any set number.

Why don't we charge more? We don't want qualified prospects to be put off by the price or by terms that create obligations to continue purchasing.

We want as many as possible to try our program, then continue 'with us solely because of "satisfaction received". It's the best way that we know to run a business.

Here is what other smart investors tell us about *Successful Investing & Money Management*...

"*Successful Investing & Money Management* is exactly what I needed to help myself start controlling, monitoring and maximizing my finances permanently. The course had immediate benefits: When I enrolled last May, I owned a 5-year-old Japanese subcompact car and owed well over \$6,000. I even had a negative net worth! Today I drive a new BMW and have no installment debt at all. And my net worth is growing fast. But the course not only has immediate benefits, it also provides basic, in-depth principles that last over time. Having completed all the lessons, I'm now using the materials as the start of my own 'library' of financial references and information. Thank you very much!"

Norman E. Thomas, Washington

"This is a comprehensive results-getting course! Your commitment to produce 'the best' training possible is, in fact, as you advertise it. What a refreshing experience!! Thanks!"

Jim Richardson, Missouri

"*Successful Investing & Money Management* is informative and complete. It gave me an excellent background on many types of investments and strategies that I knew little or nothing about. I was able to make use of much of the covered information shortly after completing the lessons.

The course was most enjoyable and practical. It will also serve as an excellent reference for years to come."

David F. Loomis, California

"*Successful Investing & Money Management* has helped me to learn more about investing and money management than I could have ever imagined. I have already put to work what I have learned and am now well on my way to becoming a self-made millionaire."

Bruce E. Elsner, Illinois

"Since completing this course my brokers now refer to me as a 'sophisticated investor' and I do take more control and get better information from them. Thanks to Hume, I make and keep more money."

C. Alan Smith, Florida

These comments are selected from our files. Naturally, everyone who participates in the *Successful Investing & Money Management* program will not have the same sort of experience... but I do guarantee that if you are not 100% satisfied with *your own rate of success*, you may drop out of the program at any time.

Ronald C. Hume

Founder, Hume Publishing

Wealth-Building Techniques that Can Go to Work for You Right Away

Get Them FREE in Lessons 1 and 2.

Here's just a sampling of what you'll learn in the first two lessons...

- How to "uncover" up to \$2,500 in additional funds each year for investing—money you don't even realize you have.
- How to harness the power of compounding to build an investment fortune.
- A plan to ensure that all of your money is working for you all of the time—and producing the highest possible yield.
- How to develop a personal investment plan that will put you in control of your own financial future.

- The single best way to develop a systematic savings and investment program.
- Why reducing debt can be one of the best investments you can make—and a plan for doing it painlessly.
- The three types of credit cards and how to pick the best one for you.
- How to tap the hidden value of your life insurance to obtain investment funds.
- When and why—it's wise to borrow money for investments.
- And, how to borrow that money for less.
- How to shop for a consolidation loan.

- Develop a checklist that will create investment money.
- Learn how long it will take to double your money at fixed rates of investment.
- How to avoid the traps of borrowing, while making effective use of credit.
- Learn the six basic investment objectives to help you identify and prioritize your own investment goals.
- Identify the risk factors in different investment vehicles.
- Evaluate the wide variety of investment vehicles which can be used to meet your investment goals.

These are the Materials You will Receive Before You decide if You Want to Continue

Personal Financial Organizer If you haven't analyzed your own net worth lately, it's good to do so now. Chances are you're worth more than you think!

Lessons 1 and 2—FREE

Course of Studies A complete listing of all the sections you will receive.

Comprehensive Guide to Investment Terms Complete with all the new (as well as traditional) investor terminology.



Sturdy Vinyl Loose-Leaf Binder to hold your lessons comes to you with our compliments.

Tax Bulletins Timely updates provided on an as-needed basis to help you adjust your investment strategy when tax laws change.

Lessons 3 and 4—For your no-risk, 15-day inspection.

Free Bonus FOR PROMPT RESPONSE
A special Home Report by one of America's leading tax authorities, William Riedel and Karl Loring of Ernst & Young. This completely updated guide to tax savings can dramatically reduce your taxes this year!

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STATEMENT OF PRINCIPLES
What We Are Not—We are not a brokerage or insurance company nor do we make any financial offering of any kind to the public.
What We Are—We are an independent educational service offering a unique, completely practical course and successful method of acquiring wealth.
Our Objective—Our objective is to enable each person enrolled in the program to achieve security and financial independence with just those investments most suitable to their particular circumstances.

**Here's Exactly What Happens
When You Return the Enrollment Card—**

- Send your no-risk enrollment form today—and we'll send you:

**YOUR 7 PART INTRODUCTORY PACKAGE
YOURS TO KEEP—FREE OF CHARGE:
WHATEVER HAPPENS.**

- We'll also send you Lessons 3 & 4. You will then have an additional 15 days to decide. Start right in. Don't wait. Let the information alone convince you that we're going to travel the road to riches together. Then decide.
- If "No"—Simply mail back Lessons 3 & 4—at our expense (within 15 days of reaching it). That's the end of the matter. No questions asked. And no other obligations on your part. Your copy of "63 Ways to Cut Your Taxes—Now," Lessons 1 & 2 and the other extras are yours to keep.
- If "Yes"—We'll send you the remaining lessons at the rate desired by most subscribers—4 lessons every three weeks. We'll bill you only \$6.95 plus shipping and handling for each of the remaining lessons and you aren't expected to pay until you've examined each shipment for a full 15 days. Of course you can cancel at any time along the way. No questions asked.

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SEND NO MONEY!



CAR-RT SORT **CR 38
546523 M

NAME Mr. Dan S. Kennedy
CITY Phoenix, AZ
ADDRESS 8103 5818 7th St N
ZIP 85014

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Home Financial Education Services
833 Franklin Court • Box 105627
Atlanta, Georgia 30348-9966

California and Georgia residents: There will be a charge if applicable.

SM

IDEA-OF-THE-MONTH

Loaner label adds special touch to Nightingale-Conant mailing package

If we counted correctly, Nightingale Conant Corp. combined eight re- sponge-boosting devices in a recent mailing package promoting its "Lead the Field" cassette package. And one of the devices—a unique peel-off mailing label—is our selection as Idea-of-the-Month.

The promotion package arrived in a 9" x 12" craft envelope with two labels attached. One, a black-on-orange label, read, "Flash Cards Enclosed." But it was the second label that we feel deserves the award. It was a 3 1/2" x 11" peel-off address label on simulated safety paper created by closely-spaced green background type repeating "Lead the Field." Surprinted in green was the heading "Loaner Label #," followed by a computer-printed code in black. Also surprinted in green was "Credit \$20.00 to...," followed by the mailing name and address in black.

This unique label was positioned in a 3" x 5" box headed "Ship To:" printed in brown. Inside the box was a black typewritten message: "IMPORTANT: Please retain this peel off label. It is worth \$20.00."

The label was to be placed on a perforated order form, which was attached to the bottom of an enclosed letter. Copy on the order form read:

"Please lend me an unopened copy of Lead the Field, including sue 2-session cassettes plus a workbook with transcripts of all 12 sessions, in a factory-sealed library binder, for 30 days. I may return it without paying or owing anything.

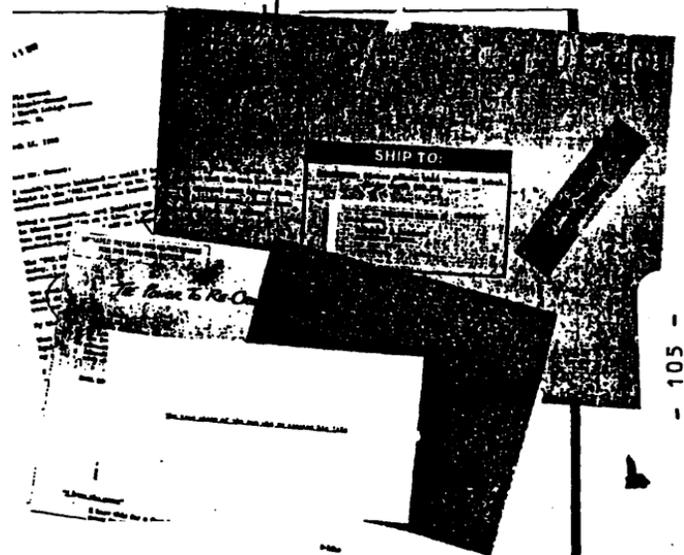
The Loaner Label is worth \$20.00 and entitles me to buy Lead the Field for only \$39.95 instead of \$59.95, if I wish."

We counted six other response-boosting devices:

- A leaser message on the mailing envelope in typewriter type read: "Over the past 30 years, this program and the man behind it have changed more lives, made more

millionaires, saved more careers than any other."

- A sealed envelope inside the package, with the teaser The true story of the man who recreated his life." Inside was a two page letter from Vic Conant, president of Nightingale Conant, telling intriguing story of Earl Nightingale who was one of only 100 survivors on the Battleship Arizona when the Japanese bombed Pearl Harbor. He became a noted Chicago radio personality and the creator of several unique inspirational recordings.
- Also enclosed in the sealed envelope was one of Vic Conants business cards with a hand-written message: "Loaner cassette compliments of..."



- A set of six perforated flash cards were enclosed as a free sample.
- An enclosed No. 10 business reply envelope didn't overlook the opportunity to generate "friend-get a-friend" names for Nightingale Conant's mailing fist It had two address blocks on the back, with the heading: "Please let us know of any friends who would like to receive our catalog."

- Also enclosed in the package was a full-size reproduction of a testimonial letter from a previous buyer of Lead the Field cassettes, telling how the program helped increase his daily output by 50 percent to 75 percent

We suspect you can obtain a copy of this idea-loaded promotion package with its unique loaner label if you write Vic Conant, president, Nightingale-Conant Corp., 7300 North Lehigh Ave. Chicago, DJ. 60648.

Too Busy Earning a Living To Make Any Money?

You think you've got problems?

Well, I remember when a bank turned me down for a \$300 loan. Now I lend money to the bank — Certificate of Deposit at \$100,000 a crack.

I remember the day a car dealer got a little nervous because I was a couple of months behind in my payments — and repossessed my car. Now I own a Rolls Royce. I paid \$43,000 for it — cash.

I remember the day my wife phoned me, crying, because the landlord had shown up at the house, demanding his rent — and we didn't have the money to pay it.

Now we own five homes. Two are on the coastfront in California (I use one as my office). One is a lakefront "cabin" in Washington, (that's where we spend the whole summer — boating, fishing, swimming, and sailing.) One is a condominium on a sunny beach in Mexico. And one is struggled

right on the best beach of the best island in Hawaii — Maui.

Right now I could sell all this property, pay off the mortgages, — and — without touching any of my other investments — walk away with over \$700,000 in cash. But I don't want to sell, because I don't think of my homes as "investments." I've got other real estate — and stocks, bonds, and cash in the bank — for that.

I remember when I lost my job. Because I was head over heels in debt, my lawyer told me the only thing I could do was declare bankruptcy. He was wrong. I paid off every dime.

Now, I have a million dollar line of credit; but I still don't have a job. Instead, I get up every weekday morning and decide whether I want to go to work or not. Sometimes I do — for 3 or 6 hours. But about half the time, I decide to read, go for a walk, sell my house, swim, or ride my bike.

I know what it's like to be broke. And I know what it's like to have everything you want. And I know that you — like me — can decide which one it's going to be. It's really as easy as that. That's why I call it "The Lazy Man's Way to Riches."

So I'm going to ask you to send me something I don't need: money. Ten dollars to be exact. Why? Because I want you to pay attention. And I figure that if you've got \$10 invested, you'll look over what I send you and decide whether to send it back... or keep it. And I don't want you to keep it unless you agree that it's worth at least a hundred times what you invested.

Is the material "worth" \$10? No — if you think of it as paper and ink. But that's not what I'm selling. What I am selling is information. Advance information that I give when I'm paid \$1000 as a guest speaker. Advance information that I give in a one-hour consultation for \$300.

But you're really not risking anything. Because I won't cash your check or money order for 31 days after I've sent you my material. That's the deal. Return it in 31 days — and I'll send back your check or money order — unchanged.

How do you know I'll do it? Well, if you really want to be on the safe side, post-dates your check for a month from today — plus 2 additional weeks. That'll give you plenty of time to receive it, look it over, try it out.

I know what you're thinking: "He got rich telling people how to get rich." The truth is — and this is very important — the year before I shared "The Lazy Man's Way to Riches," my income was \$218,646. And what I'll send you tells just how I made that kind of money... working a few hours a

day... about 8 months out of the year.

It doesn't require "education." I'm a high school graduate.

It doesn't require "capital." Remember I was up to my neck in debt when I started.

It doesn't require "luck." I've had more than my share. But I'm not promising you that you'll make as much money as I have. And you may do better. I personally know one man who used these principles, worked hard, and made 11 million dollars in 4 years. But money isn't everything.

It doesn't require "talent." Just enough brains to know what to look for. And I'll tell you that.

It doesn't require "youth." One woman I worked with is over 70. She's traveled the world over, making all the money she needs, doing only what I taught her.

It doesn't require "experience." A widow in Chicago has been averaging \$23,000 a year for the past 3 years, using my methods.

What does it require? Belief. Enough to take a chance. Enough to absorb what I'll send you. Enough to put the principles into action. It says do just that — nothing — nothing less — the results will be hard to believe. Remember — I guarantee it.

You don't have to give up your job. But you may soon be making so much money that you'll be able to. Once again — I guarantee it.

I know you're skeptical. Well, here are some comments from other people. (Initials have been used to protect the writer's privacy. The originals are in my files.) I'm sure that, like you, these people didn't believe me either when they clipped the coupon. Guess they figured that, since I wasn't going to deposit their check for at least 31 days, they had nothing to lose.

They were right.

And here's what they gained:

"Made \$30,000 just feeling around!"

"In February 1974 you sent me (for me back) your Lazy Man's Way to Riches. Since then I have made approximately 50 grand (\$50,000) just feeling around on the basis of your advice. You see, I really am lazy — otherwise I could have made 30 million! Thank you!"

Mr. R. McK., Atlanta, GA

"\$24,800 in 45 days" ...received \$24,000.00 in the mail the last 45 days.

"Thank you again." Mr. E.G.N., Maricopa, W.VA

Made enough to retire at 41 "If it hadn't happened to me, I wouldn't have believed it... A few years ago, I had nothing to lose. I didn't even own a car and I lived in a cheap apartment. My total assets were half

of a Ducati Motorcycle, and my Sabalizer could be read on my BankAmericard statement."

"Now, thanks to you and the "Lazy Man's" program, I have made enough money (at age 41) to retire in style. Let me assure you that I have not "come into" any money by inheritance or marriage or by any other means except through the practicing of your program..."

R.A., Huntington Beach, Calif. From \$80 to \$365 per week "...when I sent for your (Lazy Man's Way to Riches), I was delivering the L.A. Times for \$30 per week... Now... I earn an average of \$365 per week, have \$7,000 in the bank and a condominium that's worth \$85,000..."

J.N. Culver City, CA

Taken in \$387,000 in 2 years "Everything you say is true. I'm a lawyer. I ordered your material two years ago. I received it within a few days and put your method to work immediately. Since then I have taken in \$387,000 by following your system. Needless to say, I have given up my law practice — it just wasn't worth working anymore."

C.F.A. Provo, UT

"Wow, it does work!" "Oddly enough, I purchased Lazy Man's Way to Riches some six months ago, or so, read it... and really got worked up about it. Then, about three weeks ago, when I was really getting desperate about my financial situation, I remembered it, re-read it, studied it, and this time, put it to work and WOW, it does work! Doesn't take much time, either... I guess some of us just have to be at a severe point of desperation before we overcome the ultimate instant, procrastination."

Mr. J.K., Anaheim, CA

Made \$70,000

"A \$70,000 thanks to you for writing The Lazy Man's Way to Riches. That's how much I've made..."

"I use this extra income for all of the good things in life, exotic vacations, classic automobiles, etc. Soon I hope to make enough to quit my regular job and devote full time to making money the easy way..."

Mr. D.R., Newport Beach, CA

\$368,000 in eleven months

"Two years ago, I mailed your ten dollars in sheer desperation for a better life... One year ago, just out of the blue sky, a man called... and offered me a partnership... I grounded over \$360,000 cash business in eleven months. You are a God sent miracle to me."

B.F., Pascagoula, Miss.

"Steadily upward your stars" "I ordered Lazy Man's Way to Riches in June... by September, my career was launched and has gone steadily upward ever since."

Mr. B.A., Walnut Creek, CA

\$7,000 in five days

"Last Monday I used what I learned on page 83 to make

\$7,000. It took me all week to do it, but that's not bad for five day's work."

M.D., Topeka, Kansas

What I'm saying is probably contrary to what you've heard from your friends, your family, your teachers, and maybe everyone else you know.

I can only ask you one question.

How many of them are millionaires?

So it's up to you.

A month from today, you can be nothing more than 30 days older — or you can be on your way to getting rich. You decide.

The wisest man I ever knew told me something I never forgot: "Most people are too busy earning a living to make any money."

Don't take as long as I did to find out he was right.

I'll prove it to you, if you'll send in the coupon now. I'm not asking you to "believe" me. Just try it. If I'm wrong, all you've lost is a couple of minutes and a postage stamp. But what if I'm right?

© Joe Karbo - 1979
17105 South Pacific
Sunset Beach, Calif. 90742

"On the basis of my professional relationship as his accountant, I certify that Mr. Karbo's net worth is more than one million dollars."
Stuart A. Cogan

Bank Reference:
Home Bank
17010 Magnolia Avenue
Fountain Valley,
CA 92708

Joe Karbo
17105 South Pacific,
Dept. 180-H
Sunset Beach,
California 90742

Joe, you may be full of beans, but what have I got to lose? Send me the Lazy Man's Way to Riches. But don't deposit my check as money order for at least 31 days after it's in the mail.

If I return your material — for any reason — within that time, return my unopened check or money order to me. On that basis, here's my ten dollars.

Name _____
Address _____
City _____
State _____ Zip _____

SORRY — NO COD'S

PROOF!
Don't take my word for it. There are excerpts from articles in newspapers and magazines.

Timothy
"He says twice half the year in his morning office on California's Coast Highway, and even when he's away he can be reached. In other words, Joe Karbo, 41, is the greatest of... "The Lazy Man's Way to Riches."

Samie Thomas
"Is it all yours? A man who has done everything such has Joe Karbo's reputation is a wonder, and that he has managed to maintain" monthly incomes since you have been making me a beautiful and an end appropriate."

Was he or not? Take our advice and follow us.

Samie Thomas-Anderson
The bank has given hundreds of letters these persons who have credited by...

Los Angeles Herald-Examiner
"An unimpeachable reference. Joe Karbo of Huntington Harbor" is a witness, being mentioned in the newspaper, magazine, newspaper."

Arthur
After knowing several other his, advertising, and real estate, he made his success... Last year (1979) he made \$28,000.

Henry Minkley Government
"After Joe Karbo has the word. Don't you think you owe it to yourself to find out what it is all about... I just finished it — and I'm off on a vacation myself. Get the deal!"

Stephen Douglas
"Have you ever used to choose Joe... but they don't use certain names. That's only one "JOB!"

The Boston Globe
"Joe Karbo of Chino, Cal. sent the my wife... "The Lazy Man's Way to Riches" has "helped my life," and would be business program designer income from \$100 to \$20,000 monthly. "It was such joy," said Mrs. "She is the light at the end of the tunnel. It gave me the much love on the paper that I needed."

Long Beach Independent
"He's programmed the path to success for the busy man."

The Boston City Star
"He gives someone like "How people are too busy earning a living to make any money." He should have added that any money people make they are too busy earning a living to do the thing. "He also mentioned himself that a person can't be busy and make the money. "If you're working hard, you're probably in my way out," he said."

How to Achieve Total Financial Freedom

Millionaires Are Not 100 Times Smarter Than You, They Just Know The Wealth Formula.

"... more than 100,000 people have discovered that my formula will provide the road map that can lead to total financial freedom ..."

We've never met and probably never will. but I think we share a common interest. That interest is in achieving complete and total financial freedom.

Because of this common interest, I think we can be of great help to each other. You see. a little over twelve months ago my net worth reached the magic million dollar mark, and it only took me 48 months to achieve that. That might not impress you, but if you had seen me just a few years ago. you might wonder how I did it I lived in Denver then, in a cramped, tumbled down house at 2545 South High Street. My wife was expecting our second child and we were so broke we had to borrow \$ 150.00 from a relative just to buy food and pay the rent.

By the way, I know I didn't make a million dollars because of my superior intellect — I barely got through Ames High School (Ames. Iowa with a-C average. I did a little better later on but I soon realized that a salaried job was not the way to become financially free. If you stop and think, you'll realize that millionaires do not work 10, 20, or 50 times harder or longer than you.

Now, how can we help each other? I am willing to share everything I have learned and know that would help and guide

you to achieve your own financial freedom and independence. But the only way I would ever give you my secrets, methods and formulas is if I benefit also.

You will find when you reach your ultimate financial goals, you really don't want to stop there but you are motivated to go on and make more.

It seems that most people who are charging for financial advice have studied how to "do it" but have never actually "done it" themselves.

You will find as you read my formulas, that since I have actually achieved total financial freedom myself, that you will receive from me more than just the motivation to achieve your own financial independence. but a workable step by step plan to actually do it.

You may have seen part of my formulas advertised in many publications, such as *Nations* . and the *Wall Street Journal*. This work is entitled How To Wake Up The Financial Genius Inside You. The various formulas contained in the volume will show you exactly how you can do each of the following:

- buy income properties for as little as \$100 down.
- begin without any cash.



- put \$10,000 cash and more in your pocket each time you buy it without selling property)
- compound your assets at 100% yearly. a legally avoid paying federal or state income taxes.
- buy bargains at one-half the market value.

If you apply these formulas and methods you will find in a very short time, you will be able to spend three weeks out of every month doing anything you care to do.

I think, at that time, you will find as I have, that spending several weeks on the beaches of Hawaii, or on the ski slopes of Colorado, or just sightseeing in Europe, or any other place in the world, you begin to understand what real freedom is all about.

Most people think that it would be impossible to do some of the things listed above. For example, to buy a property, and at the same time put \$10, 000 more cash in your pocket without selling the property, or to buy a property with

little or no cash down.

Believe me. it is possible and fairly simple. This is exactly how most wealthy people actually do make 10. 20. or 50 times more money than you do.

These formulas of mine do not have to be used with income properties only. They actually can be applied to virtually any asset.

While I was struggling on making my first' million. I often thought how nice it would be to have the personal advice and counsel from someone like Howard Hughes or J. Paul Getty.

What would I have been willing to pay for this service? I can tell you one thing for sure. it would have been a lot more than the \$10.00 that I'm going to ask you to invest in your financial future.

What will this \$10.00 actually do for you? It will give you a complete step-by-step plan that you can follow to become totally and completely financially independent.

Please try to understand my dilemma. I'm not a New York advertising agency, with all their professional skill and manpower to write a powerful and persuasive aid to convince you that I can make you financially independent. I am just somebody who has actually "done it", and can really show you how to "do it".

What would you do. if you were in my shoes. You have in excess of \$1,000,000 net worth, you have a desire to share your formula with others, because you not only have a simple, honest and workable method whereby others too can enjoy the riches of this land, but you also want to benefit and make money from sharing this information. so you can continue to grow financially.

I think you might do what I'm doing that is to write a simple

open letter to the type of people who share similar goals as mine asking them to try the formulas for themselves, to see if they work as well as the claims described. Because. I know, as you would know if you were in my shoes, that if I can just convince you to test my formulas and methods, you will see for yourself that they will work as easily for you as they did for me. It's really quite frustrating to have something so valuable themselves. I hope by my simple, direct approach. I can convince you to try my formulas.

It seems the majority of the people in our rich country lose, not because they lack intelligence. or even willpower, but because of procrastination, or lack of action — please don't be like the masses. Make a decision while you have this paper in your hands Make a decision now to either act now and send for my material or immediately round file this paper. If your decision is to subscribe. do it now. not later. Otherwise, you may lose, just by default.

To order, simply take any size paper, write the words "Financial Freedom." and send it along with a check for \$10.00 to Mark O Haroldsen, Inc.. Department AJ-074, 1831 Fort Union Boulevard, Salt Lake City, UT 84121. Or call 1-W1-943-I311.

If you send for my materials now, I will also send you documents that will show you precisely how you can easily borrow from \$20,000 to \$200,000 at 27 above the prime rate using just your signature as collateral.

Mark O. Haroldsen

P.S. If you are still somewhat skeptical, and believe me. when I started out I certainly was, because of the many people in the world trying to deceive others. I

would encourage you to postdate your check by 30 days, and I promise and guarantee that it will not be deposited for at least those 30 days, and if for any reason you do nothing that what I have sent you lives up. in every aspect to what I told you in this letter, send the material back, and I will quickly, without question. refund your money and send back your own uncashed check or money order. Also, if you would like to check a few of my references. I have listed some below.

Tracy Collins Bank & Trust. 107 South Main. Salt Lake City. UT Attn.: Beverly Smith. Manager.

Charles Huber. C.P.A.. 1850 Beneficial Life Towers. Salt Lake City. UT 801-531- 8286

Wealthy Man wants to Give You His Wealth Secret Before It's Too Late!

Dear Friend,

My name is John Wright. Not too long ago I was flat broke. I was \$30,000 in debt. The bank repossessed my car because I couldn't keep up with the payments. And one day the landlord gave me an eviction notice because I hadn't paid the rent for three months. So we had to move out. My family and I stayed at my cousin's place for the rest of that month before I could manage to get another apartment. That was very embarrassing.

Things have changed now. I own four homes in southern California. The one I'm living in now is worth more than half a million dollars. I own several cars, among them a brand new Mercedes and a brand new Cadillac. And as of now, I have \$178,000 cash in certificate of deposits in just one of my bank accounts in Beverly Hills.

I'm not really trying to impress you with my wealth. All I'm trying to do here is to prove to you that if it wasn't because of that money secret I was lucky enough to find that day, I still would have been poor or may be even bankrupt. It was only through this amazing money secret that I could pull myself out of debt and become wealthy. Who knows what would have happened to my family and me.

Knowing about this secret changed my life completely. It brought me wealth, happiness, and most important of all peace of mind. This secret will change your life, too! It will give you everything you need and will solve all your money problems. Of course you don't have to take my word for it. You can try it for yourself. To see that you try this secret, I'm willing to give you \$20.00 in cash. (I'm giving my address at the bottom of this page.) I figure, if I spend \$20.00, I get your attention. And you will prove it to yourself that this amazing money secret will work for you, too!

You probably are asking yourself, why is he sharing his secret with me? My response is, "why not". First, I've already made enough money to retire for the rest of my life. Second, my secret is so unique that we won't be competing with each other. Third, nothing is more satisfying to me than sharing my secret only with those who realize a golden opportunity and get on it quickly.

This secret is incredibly simple. Anyone can use it. You can get started with practically no money at all and the risk is almost zero. You don't need special training or even a high school education. It doesn't matter how young or old you are and it will work for you at home or even while you are on vacation.

Let me tell you more about this fascinating money making secret:

FAST MONEY

With this secret the money can roll in fast. In some cases you may be able to cash in literally overnight. If you can follow simple instructions you can get started in a single afternoon and it is possible to have spendable money in your hands the very next morning. In fact, this just might be the fastest legal way to make money that has ever been invented!

ALMOST NO-RISK

This is a very safe way to get extra cash. It is practically risk free. It is not a dangerous gamble. Everything you do has already been tested and you can get tested for less money than most people spend for a night on the town.

"WORK" AT HOME

One of the nicest things about this whole idea is that you can do it at home in your spare time. You don't need equipment or an office. It doesn't matter where you live either. You can use this secret to make money if you live in a big city or on a farm or anywhere in between. A husband and wife team from New York used my secret, worked at home in their spare time, and made \$45,000 in one year.

SIMPLE

This secret is simple. It would be hard to make a

mistake if you tried. You don't need a college degree or even a high school education. All you need is a little common sense and the ability to follow simple, easy, step-by-step instructions. I personally know a man from New England who used this secret and made \$2 million in just 3 years.

AGE DOESN'T MATTER

You can use this secret to make money no matter how old or how young you may be. There is no physical labor involved and everything is so easy it can be done whether you're a teenager or 90 years old. I know one woman who is over 65 and is making all the money she needs with this secret.

NO PERSONAL SELLING

When you use this secret to make money you never have to try to convince anybody of anything. This has nothing to do with door-to-door selling, telephone solicitation, real estate or anything else that involves personal contact.

LEGAL AND HONEST

Everything about this idea is perfectly legal and honest. You will be proud of what you are doing and you will be providing a very valuable service.

NO LONG HOURS

It will only take you two hours to learn how to use this secret. After that everything is almost automatic. After you get started you can probably do everything that is necessary in three hours per week.

I know you are skeptical. That simply shows your good business sense. Well, here is proof from people who have put this amazing secret into use and have gotten all the money they ever desired. Their names are not mentioned here in order to protect their privacy but I have full information and the actual proof of their success in my office.

PROOF

- A woman from Oregon started out by using my secret method in its simplest form. She later reported that it had brought her \$14,000 in cash.
- A man from Rhode Island applied my secret and with the help of his family, made over \$40,000 in a year in his spare time.
- A man from California, who was broke at the time, tried my secret and made \$147,000.
- On the basis of my secret, a husband and wife team from Virginia grossed over \$100,000 cash in eleven months.
- A man from California made over \$265,000 in one year, with this incredible secret.
- I talked to a man from Ohio, who now lives in Santa Monica, CA. He said: "Thank you for sharing your secret... with this amazing, yet simple secret, I received \$220,000 in just two months."

As you can tell by now I have come across something pretty good. I believe I have discovered the sweetest little money-making secret you could ever imagine. Remember — I guarantee it.

Most of the time, it takes big money to make money. This is an exception. With this secret you can start in your spare time with almost nothing. But of course, you don't have to start small or stay small. You can go as fast and as far as you wish. The size of your profits is totally up to you. I can't guarantee how much you will make with this secret but I can tell you this — so far this amazing money producing secret makes the profits from most other ideas look like peanuts!

Now at last, I've completely explained this remarkable secret in a special money making plan. I call it "The Royal Road to Riches". Some call it a miracle. You'll probably call it "The Secret of Riches". You will learn everything you need to know step-by-step. So you too can put this amazing money

making secret to work for you and make all the money you need.

To prove that this secret will solve all your money problems, I'm not even asking you to send me money instead, postdate your check for a month and half from today. Obviously it is not actually money because it is not negotiable for 45 days. You can easily stop payment on it any time you want. I can't cash your check for 45 days before I know for sure that you are completely satisfied with my material.

IMAGINE HOW YOUR WHOLE LIFE WILL CHANGE IF YOU USE THIS SECRET TO GET ALL THE MONEY YOU NEED!

- You won't have to worry about bills.
- You will be master of your own time and fate and nobody can boss you around.
- You will have more time to spend with your loved ones and you will be able to take care of them in emergencies.
- You can have the house you want, the car you want, the vacations you want.
- And most of all, you will finally have PEACE OF MIND!

If you need (or just want) more money, there are a lot of reasons why you should take advantage of this amazing secret. (And I can't think of a single reason why you shouldn't!). It will probably solve all your money problems forever. In fact, I am so completely convinced that my powerful secret works money miracles, that I'm willing to give you the most unusual guarantee ever offered. That is, if it doesn't solve all your money problems, I'll return your original uncashed check, plus an extra twenty dollar cash bonus just for doing me (and yourself) the favor of giving the secret an honest try according to my simple instructions.

\$20.00 FREE!

There is no way you can lose. You either solve all your money problems with this secret (in just 30 days) or you get your money back plus \$20.00 in cash FREE!

Do you realize what this means? You can put my simple secret into use. Be able to solve all your money problems. And if for any reason whatsoever you are not 100% satisfied after using the secret for 30 days, you may return my material. And then I will not only return your original UNCASHED CHECK, but I will also send you an extra \$20.00 cashers check just for giving the secret an honest try according to the simple instructions.

I GUARANTEE IT! I have given references, therefore, there is absolutely NO RISK ON YOUR PART.

To order, simply write your name and address on a piece of paper. Enclose your postdated check or money order for \$12.95 and send it to:

WRIGHT PUBLISHING COMPANY
Dept. 217
3340 Ocean Park Blvd., Suite 3088
Santa Monica, CA 90406

But the supply of my material is limited. So send in your order now while the supply lasts.

If you wish to charge it to your Visa or MasterCard — be sure to include your account number and expiration date. That's all there is to it. I'll send you my material right away by return mail, along with our unconditional guarantee.

REFERENCE.

We belong to Santa Monica Chamber of Commerce, located at 1440 Fourth Street, Santa Monica, California 90401.

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\$7,000 For 3 Hrs. A Day

I will show you how you can make at least \$7,000 In one month in just three hours a day. But if you decide to use my systems full time, you can earn at least 119,000 In the next 30 days.

Could you use \$7,000 every month for only three hours of your time a day? Let me show how it's done.

Do you know that the average person uses only 10% of his mind's ability? Imagine what you could do if you used your mind to 100% of its potential. I will show you the many systems millionaires practice that allow you to make full use of your mind.

By using the full potential of my mind I was able to make \$8,254.41 in the first month I used this system. That's not bad for only two hours a day. I have perfected these systems so much that I now deposit between \$20,000 to 150,000 in my accounts every month. The secret? I worked smarter, not harder. I worked fewer hours, but made more money. Wouldn't you like to use this power to make \$19,000 this month?

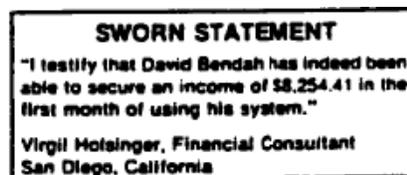
I Started With Nothing

Not only was I broke, but I had very little pride left. I made more than \$10,000 in debt and I didn't know what to do. I was so in debt that couldn't afford to keep my car. I couldn't even afford my rent. I was working 9 to 5 but I still had to get a second job just to pay my overdue bills, which were stacking up unopened. I dreaded the phone ringing, fearing it would be more creditors. I was so bad off that we had to move in with my relatives. It was nice to have supportive

friends but I felt terrible borrowing from them when I didn't know when or how I could pay them back. My life was falling to pieces. I was really hurting: I wondered if there could be a way out.

I found the way out. I found an amazing secret that is unique and very effective. I feel foolish for not using it sooner. I put this secret to use immediately. Before I knew it, my debts were history.

My secret tool is one of the best investments you will ever make. My newly found methods made me \$225,000 in a matter of months. I bought a brand new car with cash and then a new home. Driving a 450SEL sure beats my old clunker, moving into a \$300,000 house not far from the sandy beach is paradise compared to my old tiny apartment. One of the best advantages of my program is all the free time you will have. There may be many afternoons you will try to call my office, but I'm not in—that's because I'm lying out by my large heated pool enjoying the cool ocean breeze. I spend a lot more time with my family. We are able to go out and have joy-filled



weekends without worrying about the cost. I have so much free time that I take a vacation every month; I have traveled all over North America and through Europe and Asia—this year we plan to go to

Japan. The best thing about the money I make is that I no longer feel I am disappointing my loved

What Others Think

"Thank you for putting together such a truly excellent book. For the past three months, by using your system, I made \$36,952. That is the best I have done in my life."

—Sam G., Toronto, Canada

"I am making more money than I can ever use. Last month I made \$45,287.37—all thanks to the program in your book. If I can ever help you in any way, please let me know."

—Olajide S., Nigeria

"Your book is one of the best I have seen and studied. But what impressed me most is your sincerity and willingness to help which simply stood out."

—Burt H., Vancouver, Canada

"Thanks a million for the book. I don't like to be without my book as I read it and use it often. Here is a check for another book for my wife. Thank you."

—James M., Kalispell, Montana

"I am a single mother of two. One and a half years ago I was scraping to get by. I am using your program and in the past two weeks alone I earned \$8,300. I'm buying a new home and car. I am very grateful for your help."

—Pam L., San Diego, California



ones. I love seeing the joy in their eyes when I bring home presents for them—something I couldn't afford at one time. I'll be honest with you—I dreamed I would be making all the money I do. There is one thing for sure—if I can do it, so can you.

What Is It?

You are really getting a bargain. I will give you what it took me 10 years to put together. My secret doesn't require personal selling or any door-to-door or telephone soliciting. It will work for you no matter how experienced you are and whatever your age. In fact, it is used by thousands of people right now. This money-making system is used by some of America's most respected citizens. It is an honest way to make money and you can be proud of it.

What does it take to succeed with my program? It takes some good honest effort, a touch of ambition and the desire to be more than what you are right now.

No Talent Or Skills

My secret doesn't require talent or brains. All you need is enough smarts to recognize a good opportunity. I graduated from Mackenzie High School with a C-minus average. I'm not any smarter than you. One high school dropout made \$178,580 In six months using my system.

No Investment

When I started, I was deeply in debt. I made this method work with no investment. One man in his 60s from New York used my-system to make \$265,000 last year alone—he told me that's more money than he made in the past 10 years. You don't need an office or expensive equipment. You don't even have to give up your present job, though you may want to because, you are making so much money.

Instant Money

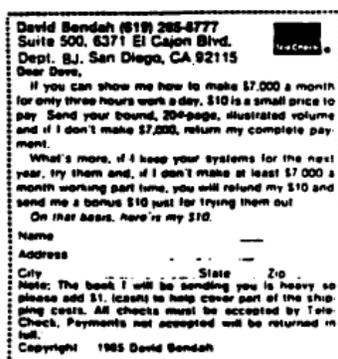
As soon as you receive my book, you can start making money. It only takes a night to learn how to use your hidden potential and my money secrets. In one month you can make at least \$7,000 on just a part-time basis. I spoke to a woman in Florida who made \$134,500 in the first six months she used my system full time. Not only did she learn how make lots of money, but she now knows how

to influence people, how to make friends, how to relax and find peace of mind—all through realizing her hidden potential and harnessing the power of her mind.

Free \$10

If you knew me personally, I know you would trust me. I would like to gain your trust, so I am making you this amazing offer. If, after following my simple instructions, you don't make at least \$7,000 in 30 days, I will return your post-dated check and throw in an extra \$10 cash, free.

You Have Something To Lose



I can't lie to you and tell you that you have nothing to lose, because you do. You can lose a new future if you pass up my guaranteed offer. A future filled with easy living, in which you spend more time with those you care for. A future that allows you to enjoy a new home, a new car and all the luxuries money has to offer. Think of what

\$200,000 this year can buy you. Could you use \$7,000? I pride myself on making your decision simple. You can either enjoy a guaranteed \$7,000 or be seven days older—the choice yours.

Section Three

**DIRECT-MAIL
ADVERTISING FOR
INFORMATION PRODUCTS**

ALL ABOUT MAILING LISTS

Basically, there are two types of lists: "compiled" and "advertising generated."

An example of a compiled list is all the Yellow Pages advertisers in a certain category; all the plumbers in the U.S. or a given state that advertise in the Yellow Pages. If you happen to have an offer of interest to plumbers who advertise, this would certainly be an appropriate list for you. Generally, these compiled lists are considered to be less valuable and desirable for use than the advertising generated lists, for this reason: people on an advertising generated list have "volunteered" — they have stepped forward and said, "I am interested enough in 'X' to call or write or otherwise respond to an offer about it," but people on a compiled list may share the same 'characteristics' but have not clearly indicated their interest and responsiveness.

Let me give you an example: let's say you have a weight-loss information product, like Richard Simmons' "Deal A Meal." You can get a compiled list (via drivers license records) of people by height-weight combinations. In other words, you can get a compiled list of overweight people. But you can also get advertising generated lists of people who have inquired about and/or bought all sorts of diet products. The people on all these lists share the fact that they are overweight. But the overweight people on the advertising generated lists have "volunteered."

On the other hand, let me quickly make this point: if you develop an offer that works profitably with compiled lists, you will usually get richer faster, thanks to the lower list cost and, often, the larger universe of available names.

Also, there is a certain type of compiled list that has always worked very well for me, although the numbers of names are always very small. These are "association membership lists." By joining a given association, these people have "volunteered" just as if they were buyers on an advertising generated list, yet they are often available free or nearly free — just for the cost of the membership directory. For example, I have sold millions of dollars of goods and services to the membership of the National Speakers Association. I've also marketed with significant success to the National Writers Club, the International Platform Association, and the Society For Training And Development. In all cases, the association directories have sufficed as lists.

There is a "directory of associations" (see Appendix) you can consult — and you will be amazed at the number of associations! You may very well find good markets here for your information products or markets worth developing information products for.

It is a generally accepted fact that, with rare exception, the best (ie. most responsive) lists are those you build through your own advertising. People on this type of list have not just volunteered as interested in a general topic area, they've volunteered as interested in what you offer within that topic area. Many mail-order "empires" have been built through the single strategy of running ads, often very small ads, in order to build a "house list" of proprietary inquiries, to convert to customers. Notably, SHARPER IMAGE was built from a 1" ad advertising sports stop-watches. TED NICHOLAS and CHASE REVEL built ENTERPRISE PUBLISHING and ENTREPRENEUR MAGAZINE respectively with tiny ads designed to build lists. Such a list is not only valuable for marketing your own information products; it has great value in the list marketplace, discussed elsewhere in this book.

My colleagues in the speaking and seminar businesses have a unique advantage — an opportunity to build the equivalent of an advertising generated house list at no cost, simply by collecting the names and addresses of their audience members. THE ZIG ZIGLAR CORPORATION can attribute a large chunk of its very valuable house list to the sweat of Zig's own brow, out there on stage. There's no reason that every and any other speaker can't follow this example (although few do).

Retailers are even realizing the value of developing their own house lists, and experimenting with what they can do with it. Both DALTONS and WALDENS bookstores offer "preferred buyers club" programs as a means of collecting names and addresses and building a house list.

There are tens of thousands of compiled and advertising generated lists that you can "rent", and you will find them listed and described in SRDS: STANDARD RATE AND DATA SERVICE (see Appendix). SRDS is the resource to explore when you are looking for lists appropriate for a particular information product. SRDS is also the resource to explore when in search of a good market to create information products for. Spending a few hours with SRDS is a great way to get your eyes fully opened to all of the opportunity that exists for information product marketers.

Most of the lists in SRDS are represented by brokers and/or managers, and you can contact them directly for additional information and, ultimately, to contract for use of the list. If you are a "big player", you may be better served by using a broker to represent you, to search out and recommend lists, and to negotiate the usage for you. This business works somewhat like the real

estate business: brokers represent sellers but brokers also represent buyers. And, SRDS is akin to the "Multiple Listing Service" in real estate.

Many list brokers/managers also publish their own "catalogs" of available lists once or twice a year, and it's useful to get as many of these crossing your desk as possible — you never know when one will spark an idea or call your attention to a list you were unaware of.

A few pages from the SRDS and a few pages from a list broker's catalog have been reprinted in the Appendix, to show you what you can expect from these resources. I've also included a list of list brokers/managers I've found useful, helpful and ethical. This is my "VIP PREFERRED LIST," and it has immense value, as you'll realize as we proceed in this Chapter.

Some lists can also be "bought" (for unlimited use) rather than "rented" (for one-time use). This is most common with "opportunity seeker lists," managed by their owners rather than put out into the conventional list marketplace. My own company represents and sells some of these lists.

These outright-purchased lists can be very important to marketers using two, three, even four or five step mailing sequences. However, you have to be very careful about being ripped off when buying lists from sources other than recognized, reputable brokers. Again, I've included some good sources on my "VIP PREFERRED LIST."

Who Do You Trust?

Unfortunately, rip-offs of novices by list marketers is rampant. Even 'pros' get nailed from time to time. There are many ways a list owner or marketer can rip you off — here are a few:

- 1 They can mix inquiries with buyers, and call them all buyers.
- 2 They can pad lists with names and addresses pulled from phone books at random.
- 3 They can mix several lists and rent/sell the same list under several different identities.
- 4 They can provide a list so old that a large percentage of it is undeliverable (1/3rd of our population moves every year).
- 5 Most common - they can provide their very best 'hotline' names for your test without identifying them as such. Then, when you get wildly excited at that response and roll-out to the rest of the list, the response'll drop by half and you'll lose your butt without ever understanding why.

The best ways to protect yourself are:

1. As much as possible, deal only with list sources and/or brokers known to be honest. You can rely, for example, on my recommendations.

You can rely on Gary Halbert's recommendations.

2. If in doubt, ask the source for client references, contact them and talk with them.
3. Never rent or buy a list without a "satisfaction guarantee." This means that you get money or replacement names for all undeliverables.
4. Never "wildly" roll-out. If, say, 10,000 names from a given source test successfully, do NOT immediately roll-out to the other 190,000 names on that same list. No. No. No! Mail the next 20,000. Then work your way through that list over time, in chunks no larger than 20,000, tracking the results of each chunk before mailing the next. With a truly great list, you'll get rich slower — but you'll avoid getting blown out of the water.

The Professional 'Trick' To List Use

Understanding and wisely using the various "selects" (options) available with just about every list is the insider's "skill" that largely determines how profitable a marketer using rented or purchased lists is.

Let's take a look at a "mythical list":

XYZ WIDGET BUYERS. 100% direct-response generated, from space ads and TV. Average order: \$69. Many are repeat buyers, placing subsequent orders from the 'XYZ Widgets & Gadgets Catalog.' Total Names Available: 200,000+. Base Rate: \$55.00/1000.

Selects: —
State Selections Add \$5.00/1000
Zip Selections Add \$5.00/1000
Credit Card Only Add \$5.00/1000
Male Buyers Only/ —
Female Buyers Only Add \$5.00/1000
Hotline (5,000+ Mo/90 Days) Add \$10.00/1000

This illustrates just some of the many different "options" you can choose. They vary with each list. Here's more information:

Here are the "selects" you can choose:

You can get only the men or only the women. You can get all the men only, all the women only or both men and women in age groups Under 35, 35-45, or Over 45. You can get either or both sex and any one, two or all age groups who used a major credit card to subscribe. And you can get any mix of that with one of three "recency" selects: hotline ie. new subscribers or all subscribers or expires.

In many cases, the "recency select" is the most important decision. The most recent purchases — in this case, the new subscribers are most often dramatically more responsive than any other category. We believe this is true because of the people's tendencies to get very interested in a subject, then quickly lose interest. The "trick" is to get them while they are reaching that peak of interest — not afterward. However, I know of one information marketer who has built

his business by exclusively pursuing newsletter subscription "expires." The "expires" are the cheapest segment of the list, so his cost for names is comparatively low. And he plays off the idea that they've 'given up' on other providers of similar information in his sales copy, then essentially says: now that you've tried the rest, try the best — me.

With buyer lists (such as catalog companies' lists) a select as important as "recency" is "frequency" of purchase. Most marketers prefer buyers who have a pattern of buying frequency.

If I am marketing a high price point information product, I rarely mail to women; almost always opting only for the male names on the list. Why? It is my experience that, to be blunt, women are "cheap." In instances where a high-priced (\$100+) information product is offered to the public via mass advertising — such as TV or magazine space — the buyers are consistently 70% to 90% male. I choose not to buck the trend. I know people who've gone broke trying, too.

The point is that different selects are right for different offers. This, like every other variable in your marketing effort, should, at some point, be tested.

COMMONLY USED LIST INDUSTRY TERMS

Address Correction Requested — When printed on your envelopes, this authorizes the Postal Service to assess a fee and provide you with the new address of the person no longer at the address used. (Check with P.O. for details.)

Controlled Circulation — A publication distributed free to individuals or companies based on some commonality, such as type of industry or occupation. Egs.: DYNAMIC CHIROPRACTOR is a newspaper sent free to all chiropractors and chiropractic students.

Decoy — A name/address inserted in mailing lists that are rented or sold, to police list usage and catch unauthorized users.

Expire — A subscriber who has not renewed.

Frequency — Number of times an individual orders from the list source. For example, you may be able to select only those who buy 3 or more times per year.

Hot List — Most recent buyers/subscribers.

House List(s) — Your own lists of customers, inquiries.

Inquiry — Someone who has requested information but has not subsequently made a purchase.

Merge — Combining 2 or more lists.

Merge/Purge — Combining 2 or more lists and eliminating (or selecting) only the duplicates.

Nth Name Select — Used in testing lists. For example: every tenth name, every hundredth name, etc.

Nixie — Undeliverable; bad address.

Paid Circulation — A publication distributed only to paid subscribers.

Recency — Select based on most recent purchase. Egs: only those who have bought within past 90 days.

SELL MORE, MORE OFTEN, TO YOUR OWN LIST

There is no better list anywhere, at any price, than your own list. Most information product marketers under-use their own list. Here are some "numbers" to consider:

It is my experience that a customer will spend at least 3x the amount of his first purchase during the subsequent twelve months, given enough good opportunities to do so. That means that a customer who makes a first purchase of \$70 will then spend \$210 more during the next year, if properly invited to do so.

Some will spend much, much more. I run a marketing program, for example, that steps up 15% of its \$39.00 buyers to \$570.00 in additional purchases. Some very sophisticated marketers use a "funnel," starting with a \$10, \$20 or \$30 buyer then systematically moving him up to \$200 to \$300, then \$2,000 to \$3,000.

It is my observation that the optimum frequency for mailing offers to your list is every 21 days. This is a pattern observable in many of the most successful charities' direct-mail efforts and in large consumer mail-order operations, like Fingerhut or Blair. My own experience, with higher priced information products, has demonstrated that a frequency of every six weeks pays off best. This is certain: a neglected list rapidly loses its value.

\$ 1,000.00 IN 5 MINUTES

That's the kind of money you can make selling your mailing list.

As an example, I represent a list of about 50,000 names and growing, of a certain type of information product buyer. I developed a sales letter about those names; sent it to a small number of companies ideally suited to use those names (but not directly competitive); offered them exclusive access to the list for their business category; the opportunity to buy the names for unlimited use rather than renting for one-time use; and the opportunity to test 2,000 names before signing a continuing contract.

The names sell for \$0.50 each. That's \$500.00 per 1,000! Taking just one telephone call from one of those companies and writing up their first list buy produced \$1,000.00. The "tests" puts \$10,000.00 in the bank.

There's no reason that you cannot follow this exact model and sell your own list to appropriate entities for huge profits. And, if your list is too small, maybe you can find one or two other information product entrepreneurs to "pool" lists, coming up with one saleable list.

If you do not want to handle this yourself, we may be willing to represent your list and arrange sales like this for you. (We bear all costs. We take a 50% commission.) You're welcome to write to me with detailed information about your list(s).

PRINT ADVERTISING

A 1-step sales is. simply, an ad that directly asks Tor and gets the order. A 2-step process uses advertising on]£,to get a qualified lead, then, in the 2nd step, sends that lead a detailed package of literature to make the sale.

The 2-step process is ideally suited for low-cost classified advertising — which does not usually do very well as a 1-step media. Other reasons for using the 2-step include:

- * a desire to build as big an inquiry list as possible
- * a complicated, difficult to explain and/or expensive product to sell
- * multiple products to sell
- * ad budget limitations

When using this approach, keep in mind that the only purpose of the ad is to generate inquiries. (It is a Lot sell the product, sell the company, build name recognition, or anything else — just generate inquiries.) To fulfill this role, it needs to do seven things and only these seven things:

1. Grab attention.
2. Tell only enough.
3. Tell why they should respond — this is the benefits) just of responding, not of having and using whatever will ultimately be sold. Many marketers have a very difficult time understanding and adhering to this. Do not underestimate the importance of this point
4. Give clear directions — make it easy to respond.
5. Ask for action.
6. Provide the information they need to take action (and no more).
7. Offer something, preferably free.

Typical Offers include:

1. Free booklet
2. Free audio tape
3. Free video tape
4. Free catalog
5. Free sample
6. Free gift

Response will often be greatest with an 800# and a write-to address; next best with an 800# only, next best with a regular phone number only; next best with a write-to address only, next best with a 900# and a write-to address; and worst with 900/ only,

although all of this will vary by offer and media.

I understand that Gary Halbert and John Eger are developing a comprehensive how-to Course on 2-step marketing. When that becomes available, I highly recommend getting it and studying it. These two guys understand this "model" better than any other 'experts' on this planet

One big tip: respond to your leads fast Leads were "hot" at the moment they became leads; they grow progressively cooler after that moment in time. And "cold" leads are usually no better than names picked at random out of the White Pages. At times, this has been a 'glitch' in my own operation and I am painfully aware of the dramatic difference in conversion averages for very fresh leads versus stale leads — I've personally experienced a 100% swing...going from making money to losing money with the same lead source, same offer and same mailing; no difference except my own lag time in responding.

It's worth noting that the overall superiority of 2-step vs. 2-step selling seems to get bigger during tough economic times. It just takes more selling to make a sale when the economy's bad, so 2-step models really out-perform 1-steps during recessions.

As a learning experience, you ought to answer all the classified ads you can find offering anything for free, then watch what you get from each advertiser. (Just as an aside. I was in a direct marketing guy's office once when he threw away a stack of mail unopened. "Tm too busy to read junk mail," he told me proudly. Well. I was impressed alright — impressed with what a stud this guy was. How can you be in the business and not study your so-called junk mail? Imagine being a salesman and having the top ten salespeople in your field in the whole country invite you to come watch them make sales presentations — would you want to tag along? Everyday's mail brings that opportunity. And answering a bunch of classifieds does the same thing.)

CLASSIFIED AD MEDIA THAT CONSISTENTLY PAYS OFF FOR INFORMATION PRODUCT OFFERS

Well over \$100,000.00 of placement dollars have been invested to yield this list of reliable producers:

Cappers Weekly
 Catholic Digest
 Davis Publications (David Combo)
 Field & Stream
 Fate
 Grit
 Income Opportunities
 Mechanics Illustrated
 Midwest Outdoors
 Money's worth
 Moneymaking Opportunities
 National Enquirer
 Progressive Farmer
 Popular Science
 Popular Mechanics
 Opportunity (formerly: Salesman's Opportunity)
 Spare Time
 The Star
 Workbasket

These are certainly not the only national classified media that can and do work, but these are media that have been tested and used repeatedly and frequently for a variety of information product offers, including self-improvement and business/income opportunity offers, and that have consistently produced desirable results.

**The Little-Known Pro's Method For
 Getting Maximum Results From Direct -
 Mail Follow-Up On Leads Obtained From
 Classified Ads**

The Information Contained In This Section May Be The Most Important' Information You Will Ever Obtain, Relevant To Preventing Failure And Insuring Success In Postal Marketing Via Classified Advertising.

By far, the most commonly used postal marketing method in America is running a classified ad to obtain the name of an interested potential customer, then following up on that prospect with a set of sales literature sent by mail. However, the leading cause of uninformed beginners' failures is copying this obvious method without being privy to the hidden, additional steps in the process.

The fact is that it is extremely rare for there to be profits purely from one-time follow-up to leads

obtained from classified ads.

Here, then, Methods used to maximize the return-on-investment from classified advertising designed to obtain leads:

(1) The lead is sent follow-up mailing #1 immediately. Delays in getting sales literature out to people who respond to your ads can be fatal. You have to strike while the prospect is hot!

(2) The first follow-up mailing should have a discount or bonus/premium offer tied to an expiration date set no later than 30 days from the date of the follow-up mailing.

(3) A series of follow-up mailings is then used to "chase" those prospects who fail to order before the expire date. Typically, three to four additional mailings — each one with a different cover letter, different bonus offer, different "something" — are sent across a six to twelve week period. Sometimes, the final mailing is build around a "final Notice" or "last chance" theme.

(4) "The Charles Atlas Method" is often employed in the series of follow-up mailings. This technique »s named for Charles Atlas, who used it in the marketing of the bodybuilding products his companies sold. The Atlas Method was to reduce the price of the offer with each successive mailing!

As an example, let's say you're marketing a subscription to a newsletter for \$99.00, for twelve issues

Here's how your follow-up series of offers might look:

- #1 - made the \$99/12 issue offer, plus your new book as a bonus.
- #2 - offer a six-issue "trial subscription" for \$59. plus the same bonus.
- #3 - "our Board of Directors has just announced a new subscription drive to add a thousand new subscribers in the next thirty — and has created a special 30% Discount offer for that purpose! Now -12 issues for \$69, or 6 issues for \$42 - plus same bonus.
- #4 - FINAL NOTICE "Your Subscription Invitation expires in X-# of days." Offer 3-issue trial with book bonus for \$24.95.

- (5) Have at least one other postal marketing entity that can use the leads.

Example: let's say that you are advertising for leads to buy a home study course on investing in real estate. Your classified ads are for YOUR COMPANY-A. However, you also have YOUR COMPANY -B, which markets a newsletter on moneymaking opportunities. The leads from YOUR COMPANY-A's advertising are also of value to your COMPANY-B. Depending on how you want to look at it, you've now cut the costs of obtaining leads in half for each company; or one company gets leads free.

SAMPLE

Here's a reproduction of the main piece from a mailing campaign using the Charles Atlas method.

A couple weeks after the first mailing, offering the information for \$25.00, this, second piece arrives offering the same information at \$23.00. Many postal marketers use this tactic, and find that even a small discount does pull enough additional orders to make the effort worthwhile.

STILL RUNNING IN 1990 – AFTER ALL THESE YEARS...

...to save up to 50% hours for inoculation at an emergency facility

CLIQUE SHOPPERS MART

Cleaver, Smoother, Per Looking Skin in days—GUARANTEED!



SEND FOR FREE BOOKLET

Completed the "Peelaway Process" our most dramatic skin treatment. This example takes 30 days and is completed in 7 days for you're male or female, young or old we have procedure and improvement systems for all skin problems.

BOOKLET on how you can improve the appearance of freckles, Brown Spots, Blemishes, Uneven Skin Tone and more. Call (604) 738-7841 (24 hrs.) or complete and mail TODAY!

PHOTODERMATICS Dept. 077, Box 34577, Seattle, WA 98124
878-810 W. Broadway, Vancouver, B.C. V5Z 4C8

Results Guaranteed • No obligation

BRAID Aid



Easy to wear, many uses. For hair styling, conditioning, protection, prevention and repair. Wash and go. Available in single use or 30-day supply. Send \$5.00 plus \$1.00 shipping. Richard L. Williams, 1000, 100th, Suite 2023, New York, NY 10019

An ATLAS BODY? in 7 days



DYNAMIC-TENSION starts giving results you can see and feel. Get the most out of your muscles. Get the most out of your body. Get the most out of your life. Send name and address for FREE information. **CHARLES ATLAS**, Dept. 673, Charles Atlas Building, P.O. Box 8, Mahan Sq. Sta., Rt. NY 10159

save \$5 **only \$9.99** (reg. \$15.99) **BUY TWO FOR \$17.98**

- MISSES (10-20) • PETITES (8-16)
- WOMEN'S WAIST (32-44)
- POLYESTER DOUBLEKNOT
- 6 COLORS • WASHABLE
- MONEY BACK GUARANTEE

CAREFREE CLAM DIGGERS are a delightful alternative to shorts and slacks. Easy-wearing elasticized waist side slits at knees.

COLORS: Med. Blue-#54, Red-#48, Navy-#70, Khaki-#57, Creme-#26, Black-#40, Lilac-#83, Pink-#77

FREE COLOR CATALOG with order plus \$2 BONUS COUPON good on next order.

CHARGE ORDERS (602) 747-8008 Discover • AmEx • MC • VISA • A.E. • MC

OLD PUEBLO TRADERS

Dept. 077, P.O. Box 34577, Seattle, WA 98124
CATALOG ONLY. No other copies of catalogs and prices. ENCLOSE \$1

COLOR & #	SIZE	QTY	PRICE	P.A.H.

WHAT'S WRONG?

Dear Friend;

Weeks have passed since I first sent you all the details on making big money with "T-34"... but not a word of any kind has come back from you!

I can only think of 3 good reasons why you have ignored such a "once-in-a-lifetime" opportunity:

1. you never received it! (Well, if that's so - here's your chance once again!)
2. you already have so much money - that you don't need any additional cash! (Great! I always like to see folks have all they want --- but most rich people I know, want even more!)
3. you don't believe that "T-34" really works!
(Nonsense! If it doesn't, I stand to lose a fortune on this deal - because everyone would be taking full advantage of refund guarantee - which is so strong, that it virtually assures you of success!)

Do me a favor! If you're now ready to get going with "T-34" - just enclose a short note telling me why you didn't act fast the first time I sent you this offer. (I'm curious!) - and I'll let you deduct \$2.00 off my incredibly low \$25.00 price. This means that you now have to enclose only \$23.00 as payment in full. And if you do feel it's necessary to use my refund guarantee - I'll send you back a total of \$25.00... which means you make \$2.00 extra on the deal... no matter what!

But unless you tell me why you didn't order a few weeks ago (even if it's in 5 words or 20) - don't take the \$2.00 "thank you" deduction!

I look forward to hearing from you. Don't disappoint me this time!

Warmest regards,
J.R.G.

Key Ingredient Of A Successful Classified Advertisement

1. ATTENTION-GETTING LEAD-IN. The headline, if there is one, or the first short sentence in the ad must promise an attention-getting benefit.

Ideas

- A. Flag a prospect group.
Example:
ATTENTION TIRED
SALESPeOPLE BORED
HOUSEWIVES
 - B. Use a dollar amount
Example:
\$30,000 IN 30 DAYS
SAVE \$100 THIS MONTH ON GROCERIES
 - C. Put offer up top.
Example:
FREE BOOK ON
HYPNOSIS FREE 12 TIPS
ON
 - D. Start with credibility.
Example:
MAIL-ORTJER MILLIONAIRE REVEALS
RETIRED AT AGE 30
BANNED BLACKJACK PLAYER TELLS
ALL
2. DESCRIPTION OF ITEM/OFFER. A brief, certain-to-be-understood explanation of what is being offered comes next.
 3. BENEFITS. Tell what they will get by responding. Use power words like "learn discover."
 4. CLEAR RESPONSE INSTRUCTION. Comet name and address, or telephone number.

These 4 ingredients must be built into every classified ads

Ad Performance Measurement

Making good advertising decisions in the future depends on keeping good records of experience. It's extremely important to know where your responses are coming from.

When you're running the same ad in more than one publication, you'll want to insert a different "key" into each ad. One easy way to do this is with artificial Suite Numbers or Department Numbers, in your address.

As you grow more experienced and sophisticated, you'll want to also measure each media's cost-per-lead. Example. MAGAZINE A charges \$3.00 per word; MAGAZINE B charges \$5.00 per word. "A" produced 200 leads, "B" produced 250 leads, both from the same 50 word ad. Which media is a better buy, in terms of cost per lead?

And, ultimately you'll want to work at measuring the QUALITY, not just the QUANTITY of leads produced by different media.

The Secret Of Double Advertising In A Single Medium

One of the biggest disadvantages of Classified Advertising as a means of obtaining qualified prospects for your direct-mail offer is the limited number of good media to advertise in. In response to this problem, some of the cleverest postal marketers in the business have discovered that, under certain circumstances, it can pay to run two (or more) differently worded classified ads for the same offer. in the same publication, at the same time, under different headings.

After considerable research into the use of this method, POSTAL MARKETING INSTITUTE has determined that this should only be done under the following conditions:

- (1) The publication has a circulation in excess of 250,000 readers, preferably including a considerable amount of newsstand sales.
- (2) The publication has at least two, preferably more

than two pages of classified advertising. As a general rule of thumb, the more pages of classified advertising the publication has, the better this Secret works.

(3) Your own previous experience with the classified ad has been successful. Double exposure of an unsuccessful ad or offer will not turn lemons into lemonade.

(4) You can identify other advertisers using this method in the publication's classifieds, in more than one issue. In other words, check the back issues of the publication and look for an advertiser running an ad in more than one classification in the same rule, repeating in more than one issue.

You should NOT expect double results from double advertising. In most cases, the second ad in the same issue should increase the overall pull of both ads by 50%. For example, let's say one ad pulls 1000 responses. Two ads in two different classifications in the same issue would NOT pull 2000 responses, but might pull as many as 1500.

What To Do When You "Run Out Of Good Places To Advertise

For some offers, you will eventually wind up with x-number of publications in which you can profitably advertise, and that's it; you will be limited by those publications. But there is a little-known insider strategy that you can use to break through those limits.

One of my clients advertises a business opportunity-distributorship with display ads in magazines like MONEYMAKING MARKETING. SPARE TIME. OPPORTUNITY, etc. — he has tested them all, he spends well over \$20,000 each month with them, and he knows what he's doing, believe me. He has wound up with about a dozen magazines he can successfully advertise in, and no more; the others just don't pay out.

The first thing we tried was running two different display ads in the same magazine, the same month. Each ad looks and reads quite different, but both advertise his opportunity. Guess what? The second ad only pulls about half as many leads as the first, but they are different leads, and even at this half level of performance, the second ad

does pay out — it's not as profitable as the first, but it is profitable. Applying this strategy to all the magazines he advertises in, he can increase his gross sales by about 50%, his profits by about 20%.

The next strategy is to use the Classified Sections of those same magazines. In his case, one of the main ways his distributors make money is by selling his products at weekend flea markets and swap meets, so his Classified Ad can offer information about making money at swap meets; then the information can 'convert' the people to distributor leads. The Classified Ad that I wrote for him reads:

EARN \$300 TO \$500 EVERY WEEKEND:

Over 2,000 people use my Method to make big money at weekend swap meets - you can too! For complete details, send \$1 to:

These strategies make it possible to expand the amount of advertising you do in publications that are proven winners.

Many classified advertisers discover that they can take their successful ad and run in two, three, even four categories in the same publication at the same time. For example, one advertiser who typically advertised under "Education, Instruction And Courses"* found he could run the same ad (for a learn to be a hypnotist course) under "Moneymaking Opportunities," "Business Opportunities" and "Personals" and get roughly the same number of responses, with only a few duplicates. For him, this was the same as finding three new publications to advertise in.

NEVER PAY "RATE CARD"

A wonderful way to go broke running space advertising, advertising in card decks, etc. is to pay "rate card." Only chumps pay rate card.

Rate Card in media is like "rack rate" in the hotel business.

There are several types of media discounts you need to be aware of, and fight for.

One is an "Agency Discount" of 15%, plus 2% for pay in advance or net-10 days. As just about everybody knows, all but the really Big Name

Media will give this discount to a "house agency." All you need is letterhead, a purchase order form, and to represent yourself as the ad agency when corresponding with and conversing with media.

If you're doing a lot of advertising and working with a 'real' agency, you will usually be better off paying fees for services than getting services free and letting the agency make all its money on these discounts/commissions. When they're commission compensated, you can't trust their advice.

Two — mail-order marketer discounts. Most media offer discounts of 15% to as much as 50% off rate card for mail-order advertisers. These are often a better deal than the agency discount. Sometimes you can get both.

Three — first-time advertiser discount. This is a "let's make a deal" device left to the discretion of the rep or rep's manager, to get new advertisers. As a new, potential advertiser you are in THE strength position. They want you and they want you badly. As long as they believe you are "real", they will kill to get you to "try" their media. I've seen 2-for-1, even 3-for-1 deals; discounts up to 50%; or guaranteed run-until-break-even deals.

There are also "standard" frequency or long-term contract discounts, usually fully disclosed on the rate card.

The placement services previously listed in this book are in the business of obtaining and passing along maximum discounts to their clients. However, if placing direct with media, the discounts I've just described become extremely important.

How Can I Get My fids Placed fit The Best Rates Possible?

You can contact just about any media directly, obtain a detailed media kit, and, if you wish, place advertising directly with that media; in some cases, this may be best. However, in many instances, you can save money and get knowledgeable assistance by dealing with media placement agencies and services.

Advertising Placement

Novus Marketing Inc.

601 Lakeshore Pkwy. #900 Minneapolis,
MN 55305 612/476-7700 Attention: Tim
Finley

Places direct-response display ads in major magazines, *USA Today*, and other publications at discounts from rate card of as much as 70%.

Page Four Media

P.O. Box 370578
West Hartford, CT 06137
203/236-6700

Arranges deeply discounted full-page advertisements in regional editions of magazines like *Time*, *Newsweek*, and *Sports Illustrated*. This allows use of major national media to target specific geographic areas. Also an affordable way to test one of these magazines before pursuing a full, national buy. A full-page ad in *Time*, targeted to a particular major city, can cost less than a full-page ad in that same city's daily newspaper.

**How Can I Get My Ads Placed fit
The Best Rates Possible?
(continued)**

Publisher Inquiry Services

951 Broken Sound Pkwy. Boca
Raton, FL 33431 407/998-7926

Runs "Best Catalogs in the World" and other advertising programs for catalogers. You can advertise your catalog and pay for the advertising by the lead generated (per inquiry).

Associated Mail Marketers, Inc.

63 Domino Dr. Concord, MA
01742 508/3*9-2316

Publishes a co-op catalog of catalogs (Mail-Order America) in which your catalog can be advertised, and provides catalog-preparation and consulting services to catalog marketers.

Venture Communications

60 Madison Ave.
New York, NY 10010
212/684-4800
Attention: Richard Baumer

Publisher of over 250 different decks, with total circulation of over 25 million. Both consumer and business-to-business decks. Venture serves over 4,000 advertisers and is one of the largest coordinators of card deck advertising in the country.

**How Can I Get My Ads Placed fit
The Best Rates Possible?
(continued)**

National Mail-Order Classified

P.O. Box 5 Sarasota, FL 34230
813/366-3003

Placement of classifieds and small displays by magazine grouping. For example, one placement through NMOC can put an ad in all the women's magazines, or all the tabloids, etc., at a discount rate.

NRC Media Services Group

2442 Cerrillos Rd., Suite 455 Santa Fe, NM
87505 505/434-6820

NRC is the largest national placement agency for classified and small display advertisers, and features substantial discounts and convenience in placing ads in weekly community newspapers, shoppers, specialty magazines, even computer bulletin boards. The CEO of NRC, Phil Kratzer, is also-a direct-marketing expert in his own right, and is the author, co-author, or editor of over fifty different home-study products about different aspects of direct marketing, published by NRC.

The company's frequently published "Insider Report" presents innovative advertising and marketing strategies as well as detailed descriptions of NRC's services and products.

**How Can I Get My Ads Placed
fit The Best Rates Possible?
(continued)**

REMNANT AD REPORT

P.O. Box 241 Oakley, UT
84055 801/783-6401 FAX:
801/783-6402

Peter Giordano publishes the REMNANT REVIEW, a newsletter featuring exclusive, deeply discounted advertising opportunities in a wide variety of publications. He also acts as an agent, placing advertising for you at discounts.

ADVANCED, ALTERNATIVE ADVERTISING OPPORTUNITIES

My good friend Joe Sabah has a database of 600 radio station's talk shows that interview authors "long-distance" by telephone. Most of these will let the interviewee give price, ordering information, an address and an 800 number once to several times during the interview. Joe has personally been interviewed on 478 radio talk shows and, as a result, sold 17,225 copies of his \$14.95 book HOW TO GET THE JOB YOU REALLY WANT, generating \$257,000.00 — with no marketing costs other than mailings and phone calls to the stations, to get booked, and his time. If you're looking for a "sweat equity" way to sell your information products, this is it!

This is also an outstanding way to do dirt-cheap marketing research.

It's very important that you understand this idea — getting valid, valuable marketing research direct from real consumers at near zero cost may be important to you many times in the months and years to come. Many of these radio talk shows are call-in shows, where the show's listeners call and ask you questions. Their questions tell you exactly and accurately what they do and do not want to know and understand, what is most and least interesting and important to them — what you must communicate in order to sell your product. You can use their questions to craft and improve your sales pitch.

Also, the number of calls and orders you generate from a given interview tells you exactly how effective your pitch was. As you experiment and change your comments and answers, one interview after the other, you are testing "copy." Eventually, you'll "hit." The phone will ring off the wall. Then you take the tape-recording of that interview, get it transcribed, and you have the raw material you need for every media.

Joe has put everything he's learned in a Manual and Audio Tapes titled HOW TO GET ON RADIO TALK SHOWS ALL ACROSS AMERICA WITHOUT LEAVING YOUR HOME OR OFFICE, and he'll give you a \$10.00 discount on it when you tell him that you are ordering it because of the information in this book. You can call Joe at 303/722-7200 or write Pacesetter Publications, Box 101330, Denver, Colorado, 80210. This is an immensely valuable, complete, step-by-step "kit" you've just got to have if you want to use radio talk shows for marketing purposes.

He's also got over 600 of these talk shows that want to hear from you on mailing labels or in database format, for less than \$100 either way to owners of his above-referenced how-to system. Also, when you order, be sure to ask for a free sample copy of the ingenious "giant PR postcard" he's created that pulls 6-8% response from the

media.

I can't say enough good things about this material that Joe Sabah has put together. It's easily worth ten times its cost.

ENDORSED MAILINGS

This is a huge area of opportunity, for marketers who network with each other. Let's say that you have a product likely to be of great interest to my customers. We strike a deal, and I send a sales letter to my customers — who know and trust me — endorsing your offer.

Some list owners make as much money doing endorsed mailings for others as they do from marketing their own products! That's how lucrative this approach can be. There is a whole group of publishers and promoters of different financial newsletters, mutual funds, coins, and conferences who regularly do endorsed mailings for each other, with everybody doing very well as a result. I got one endorsed mailing deal done, where a small circulation newsletter publisher endorsed one of my offers to his list — and we each made, net, \$50,000.00!...from one deal. That's how lucrative this approach can be.

CO-OP MAILINGS

A co-op mailing is simply a number of advertisers putting their stuff together in one envelope, to reduce costs, and then sharing that cost. At least that's how these things got started. Today, the "managed" co-op is the norm, with a company organizing the participating advertisers, providing the printing, and the mailing for its profit.

I believe the biggest co-op entity is VAL-PAK. They deliver envelopes of merchants' coupons to over 35-million unduplicated residential addresses each year. Their standard coupon is 3 1/2 x 8 1/2", and there are usually 15 to 20 different Coupons in a mailing. You can go in VAL-PAK as a national advertiser for as little as \$13.00 per thousand — slightly more than 1¢ each. This is probably the cheapest to-consumers direct-mail media on earth. Although VAL-PAK and similar, competitive to-consumer co-op mailings are rarely used by information product marketers, I believe this is an oversight and nothing more. I believe there is immense, overlooked opportunity here.

There are many other to-consumer and a lesser number of to-business co-op mailing programs available to national advertisers and, again, you'll find most of them listed in SRDS.

CARD DECKS

I am going to tell you something contrary to what many other direct marketing pros say and, presumably, believe and have experienced; I believe

that card decks are not cost effective for the direct sale of most products, including most information products. However, I think they are excellent as lead-generation media. If you want to offer something free, in order to obtain a qualified lead for subsequent follow-up, you almost certainly belong in card decks.

We have done extremely well in the SUCCESS DECK (Success Magazine's card deck), the TRUMP OPPORTUNITY DECK (opportunity seekers), and several others. And most successful information product marketers I know include card decks in their media mix. An example of this type of card deck is ENTREPRENEUR MAGAZINE'S DECK. In 1990, you could buy a card in that deck for \$3990 or less and reach 150,000 subscribers and/or Manual buyers. That's a cost of 3¢ each. Obviously, you cannot mail even your own postcard out for anywhere near that cost. And having your card in their deck will actually give you better readership than a solo postcard mailing.

Many catalog companies, particularly business product catalogers (like DAY-TIMERS and CADDYLAK) publish their own card decks. In these decks, as many as half the cards are from that one parent company, the other half sold to individual advertisers. The catalog company uses this as a "free" way to test new products and offers.

There are nearly 1,000 different card decks to choose from. Again, you'll find most listed in SRDS and/or advertised in the trade publications. Also, a friend of mine is a very experienced card-deck advertiser, for his own products and for clients, and can assist with deck selection and price negotiation if you are going to be advertising in a number of decks simultaneously. His name is Ed Wertz, and you can get his number from my office.

Incidentally, the copywriting/layout technique called "The Double Readership Path" is of extra importance when working with card decks. You'll find this technique explained in my book THE ULTIMATE SALES LETTER.

PACKAGE INSERTS

One of the most-underused media by information product marketers is the "package insert."

Most mail-order companies will, for a fee, insert your advertising materials in their shipments, in their billing envelopes, and/or in their co-op mailings. With package inserts, you can reach highly qualified prospects for \$15 to \$30 per 1,000 — compared to a list rental charge for those same prospects of \$35 to \$75 per 1,000, plus the postage to mail to them. In other words, you can often reach the same people you want to mail to via

package inserts for one-half to one-fourth the cost!

There is also a certain "implied endorsement" benefit to being in the package; if the customer likes what they bought and the company they bought it from and then finds you advertising in that box, they associate you and your offer with the other company they already like and trust.

You will find many of the package insert, statement stuffer and co-op mailing opportunities explained in SRDS: STANDARD RATE & DATA SERVICE (see: Appendix). You'll also find new ones advertised in the trade publications, like DIRECT MARKETING MAGAZINE and DM NEWS. I also help clients develop effective package inserts and select appropriate opportunities.

Just to give you an example of the kinds of opportunities that exist, consider the well-known, hugely successful mail-order marketer/cataloguer of electronic products and "close-out" merchandise: DAMARK. In 1990, they shipped 2 1/2 Million Packages! That means: if you can develop an insert that works with their customers, you have an identified, readily reachable universe of 2 1/2 Million pre-qualified prospects! And you can put a 6 x 9 inch insert in their boxes at a cost of just \$60.00 per 1,000; 6¢ each. What might work here? Information products for computer users, photography "buffs", about travel, maybe moneymaking or financial opportunities. An offer for a Report titled: HOW TO TAKE VACATIONS AT TOP DESTINATIONS FOR 35% TO 50% DISCOUNTS, for example, might do very well here.

I hope you can appreciate the tremendous value in an opportunity like this example with DAMARK. Remember that you are reaching only the buyers — Damark's case, buyers with average orders of \$250. You are reaching them at "100% recency"; you are getting there with their purchase! You do not have the cost and work of renting a list, getting a mailing assembled, and getting it in the mail. You don't have to worry about undeliverables, mail being thrown out by the post office — every one of your prospects there. Each postal rate increase makes this an even more attractive approach.

TREMENDOUS OPPORTUNITIES VIA 'PACKAGE INSERTS'

I think that the postal rate increase(s), deliberate non-delivery and disposal of mail by postal employee criminals, and the general incompetence of that system will do us all the favor in the early 1990's of forcing use of alternative delivery media for over 50% of our total marketing, and I think that 'package inserts' are one of the best values going in alternative delivery opportunities. Here are just a few of the package insert opportunities I can arrange for my clients:

ATLAS PEN & PENCIL — A catalogue selling imprinted items. We can insert in all their shipments or shipments to business addresses only; a

inserts only in certain dollar size orders; test as few as 10,000 inserts at \$45.00 per thousand.

This might work, for example, for business book, cassette or newsletter offers; information useful to secretaries and receptionists; information on making advertising more effective. For example, there's a company selling books, newsletters, etc. specifically geared to making Yellow Pages advertising work better and this program is a "must" test for them.

PURITAN'S PRIDE — direct-mail vitamin, nutrition and cosmetic product company, with most of its customers generated from ads in the tabloids. A 5 1/2 x 8 1/2" can be placed at \$50.00 per 1,000; 10,000 minimum.

This could work for information products pertaining to health, fitness, anti-aging, common health problems, natural cooking, stress management, natural healing, diet and weight loss.

Also:

Various Book Clubs Shipments
Architects Book Club
"The Executive Program" Book Club
Montgomery Ward Service Contract Mailings
Wine Enthusiast Packages
McCall's Magazine Billing Envelopes
King-Size Menswear Packages

There are well over 500 "prime" package insert opportunities, some consumer-oriented, others business-oriented. As you can see, one thing they offer is a cheap test device; you can reach 10,000 qualified prospects this way for under \$1,000.00 including the printing of the insert and insert fee — compared to about \$5,000.00 for a first class direct-mail effort. Second, many of these insert programs offer hundreds of thousands of packages per year, so if when you develop an offer that works in several of these, you have a "roll-out" opportunity with a low marketing cost a very predictable results.

If you are interested in using package inserts and will be dealing with an initial budget of at least \$3,000.00, I will consider personally assisting you for a very small fee plus the broker's commissions paid by the insert companies. You may write or call me personally to discuss this further.

RADIO ADVERTISING

Most information products are ill-suited for explanation and sale in 15 to 20 seconds, requiring a longer time span or the equivalent in copy to get the job done. However, I have seen radio work in our business in the following situations:

1. To advertise free introductory seminars.
2. To generate leads, usually by providing an 800 number to call for free information.
3. To advertise other advertising. This is a unique idea, little-used yet effective most of the times it is used. I first saw it used in the seminar business like this: a promoter of get-rich-in-real-estate seminars was running a 1/4th-page newspaper ad in the city's daily newspaper all

seminar. He used radio spots all day on Monday, Tuesday and Wednesday purely to advertise the newspaper ad; his radio ad went something like this:

Hundreds of City-Name residents have been getting rich in their spare time buying City-Name real estate at unbelievably cheap prices. Want to know how they're doing it? Take a look at the ad in the Business Section of today's newspaper headlined: City-Name Real Estate At 50% Discounts, No Money Down!

I'm told that, testing this idea, they found that it paid for itself many times over.

I've since heard of the same method being used to advertise other direct-response newspaper ads. I've thought of doing it for TV infomercials, but haven't yet had an opportunity to test it.

I'm also aware of instances where radio advertising is being used to advertise 900 numbers.

It is not an ideal media for direct-response, but there are obviously certain situations when it can work effectively. The article on the following page reprinted from DM NEWS provides additional information about making radio work as a direct response media.

OTHER SPECIAL ADVERTISING OPPORTUNITIES

I am continually finding and testing new media and special opportunities, and will frequently reveal and report on these in my Up-Date... and this is a very good reason to subscribe to that Up-Date. One new source like the ones on the following pages could make you a great deal of money.

It's important to understand that more such opportunities cross my desk unsolicited than you could ferret out on your own if you devoted all your time to it. That's the natural result of my hard-earned, expensively created positioning in the direct marketing industry. But you can piggyback on all that for a very small investment. (The information about the Up-Date is at the very front of this book.)

I do, however, want to also caution you that I cannot and do not accept any responsibility or liability for these sources that I recommend. Even if they have performed satisfactorily for me, that's no guarantee that you have an equally satisfactory experience. You must always exercise reasonable prudence in your business dealings. This includes checking client references and testing.

I will also tell you, though, that in 1990 alone, I and/or my personal clients tested over 300 different, new media, methods and advertising opportunities and only about a dozen of those were worth using repeatedly and worth recommending. This 'sorting out process' being done for you and reported to you through my Up-Date will obviously save you a lot of money and time.

Don't Sell Radio Short in Your Marketing Plan

By Larry Lewis

Radio is an untapped and unrealized frontier for direct marketers seeking qualified sales leads and prospects.

Although direct response selling may not be radio's primary strength, it can be an extraordinarily effective and efficient response medium to generate interest in a product and identify truly qualified sales prospects. In fact, radio can generate better-quality leads than other mass media.

Through a no-purchase-required, no-

Opinion

obligation offer, radio listeners will freely call an 800 number to obtain information, receive a free quotation or request a free product sample.



Larry Lewis

And through such offers, the direct marketer obtains a name, address and phone number for a salesperson or to store into a database of prospects. These are the best direct response offers to use on radio and the ones we work with exclusively.

The radio business is booming. The number of stations licensed in the United States continues to grow each year. The amount of time spent listening by the average consumer increases as well, as does the variety of programming formats, giving listeners more choices and advertisers new and unique demographic niches.

Although demand for radio advertising time rises as well, it fluctuates by month, week and day. The average station has more than 2,000 minutes of commercial time to sell each week. Even the best stations, which sell virtually all their commercial time, often have quality availabilities across all dayparts that go unsold.

Station executives trying to make use of this quality unsold time often decide simply to play more music and run fewer commercials, or promote the station itself, its announcers, an on-air car-giveaway contest, etc.

Some stations, on the other hand, have tried per-inquiry advertising campaigns — where they are paid based on the number of responses generated — to fill their unsold air time. Unfortunately, many radio stations are leery of such offers, because historically such arrangements have been more beneficial to the advertiser who takes no risk than the station offering its valued time. Plus, most stations have little or no interest in per-inquiry advertising

because in some cases the payout is either too low or they haven't been paid at all.

DR Radio can be an extraordinarily effective and efficient response medium to generate interest in a product and ID truly qualified sales prospects.

revenue the station generates, the more air time and attention your commercial will get.

The best per-inquiry relationships are those in which the radio programming formats are targeted to the demographics best suited for the product or service.

This may sound obvious, but it's not always practiced. A little research when planning media placement prevents a station from wasting air time on an offer unsuited to the audience, and allows offers to be targeted to stations with the heaviest concentrations of qualified listeners.

Per-inquiry radio can work provided it is beneficial for client and station alike. A well-written and well-placed offer with a good payout is truly a win-win situation for all parties. The advertiser gets risk-free inquiries and the radio station makes money with its valuable unsold air time.

Larry Lewis is president of Target & Response, Chicago.

Letters

That's one reason why it's so important to pay the medium the maximum you can afford for every lead generated. The more

What the DMA Does For the Environment

I noted Joseph Sugarman's letter [Sept. 17 issue] suggesting that the Direct Marketing Association has not taken positive action against the bad publicity generated by the book "50 Ways to Save the Earth," and would like to discuss DMA's initiatives on this crucial issue.

The public-relations department responded to the author of that publication

The task force is also working on self-regulatory recommendations for direct marketers. The recommendations will be published in a brochure soon and sent to all DMA members.

Nonmembers may obtain a copy for a nominal fee by contacting the publications department after Nov. 25.

Connie F. Heatley
Senior Vice President
P.R./Communications Direct Marketing Association Inc.

Sell Your Product or Service on Powerful Radio Stations 60 Second Commercials as Low as \$7.90 Each



Independent

More and more firms are finding that they can profitably make sales and obtain qualified leads through radio advertising. It used to be that a good radio campaign would cost \$5,000.00 or more. Now, you can test radio at a small fraction of that price.

We purchase radio time in bulk on ABC, CBS, NBC and independent stations at low discount prices. This means that we can sell it to you at far less than the price you would have to pay, if you dealt directly with the stations.

You Get a SUPERS RADIO CAMPAIGN at an UNHEARD OF BARGAIN PRICE!

Here is what you will receive:

- * A professionally written script that will promote your product or service.
- * A recording of your sales message by a professional announcer whose commercials are broadcast regularly on network stations.
- * 60—60 second commercials broadcast on 5 different stations in 5 states (10 commercials on each station).

our TOTAL COST for the Entire Package is ONLY \$495.00! Only \$9.90 per commercial!

SAVE \$100.00! 100—40 second commercials broadcast on 5 different stations in 5 states (20 commercials on each station).

Your total cost is \$990.00—only \$4.95 per commercial.

SAVE \$300.00! 150—40 second commercials broadcast on 5 different stations in 5 states (30 commercials on each station).

Your total cost is \$1,185.00—only \$7.90 per commercial.

There is NOTHING EXTRA TO PAY! All offers include Preparation of the Script, Recording, Royalties and Residuals.

It is not possible to select the stations or times when your commercials will be broadcast. We will, however, see that you receive the best possible geographical and time placement.

Fast Service! Your Commercials can be On The Air within 15 Days!
Send The Other Side to See How Easy It is to Profit from Radio Commercials!



P.O. BOX 1098
San Francisco, CA 94116
Phone (415) 774-1111
Telex 151111
FAX (415) 774-1111
San Francisco, CA 94116

Use This Order Form to Advertise Your Product or Service on 5 Radio Stations for As Little As \$7.90 per 60 Second Commercial!



Independent



P.O. BOX 1098
San Francisco, CA 94116
Phone (415) 774-1111
Telex 151111
FAX (415) 774-1111
San Francisco, CA 94116

Please enter our order for:

- 50—60 second commercials to be broadcast on 5 stations \$495.00
- 100—60 second commercials to be broadcast on 5 stations 890.00
- 150—60 second commercials to be broadcast on 5 stations 1,185.00

We understand that the costs indicated above include all expenses involved in the preparation of the script, recording, royalties and residuals. There is nothing extra for us to pay.

- We have enclosed the copy we would like to have broadcast. (Maximum 130 words). Send us the recording for our approval.
- Prepare a commercial for us and send us the recording for our approval. We have enclosed information about our product or service.

Enclosed is check or money order for \$495.00 \$890.00 \$1,185.00
(circle appropriate amount)

Print Name _____ Phone (____) _____
Firm _____
Address _____
City _____ State _____ Zip _____

**FAST ADVERTISING RESULTS
FOR YOUR PRODUCT OR SERVICE**

The New York Times

IS AMERICA'S NO. 1 NEWSPAPER

You can get quick results by advertising in THE NEW YORK TIMES. An ad that reaches us by Monday can usually be published the following Sunday. A few days later you will see the results you can intelligently plan your future advertising.

1. 1,000,000 READERS
THE NEW YORK TIMES is distributed in 12 states. Whenever possible, it will appear in the main news where it has greatest impact. It will reach people who do not read by mail and who have the ability to do it.

2. EFFECTIVE MEDIUM
If you have a product or service that has been advertising profitably, it is a good idea to place it in THE NEW YORK TIMES. If you have an item that you have not previously advertised, THE NEW YORK TIMES will enable you to test it expensively.

3. LOW COST IS THE KEY TO SUCCESS
If you run a 1" ad you get 200 readers for very little cost. If you spend a little more you can reach 400 readers for only \$295.00, far less than most other magazines.

FREE SERVICES WORTH UP TO \$275 WHEN YOU PLACE YOUR NEW YORK TIMES AD THROUGH US
When you order your ad through us you pay exactly the same price that you would pay if you placed the ad directly with the publisher. We are recognized by THE NEW YORK TIMES and receive a commission from them. When you have us handle your advertising you get:

- ✓ Free Professional Layout
- ✓ Free Professional Copy
- ✓ Free Basic Art Work
- ✓ Free Typesetting
- ✓ Free Checking Copy

Please do not hesitate to call for more information or to place your order. We will be glad to assist you in every way.

HERE IS HOW TO BENEFIT FROM NEW YORK TIMES ADVERTISING:

1. Decide what size space you want to use.
2. If you already have an ad, send that to us. If you need a new ad, send as much information as you have available about your product or service.
3. Enclose a check or money order.

Your order will have our immediate attention. It will be confirmed promptly.

Jack Hinesman 808 POST STREET, SUITE 806, SAN FRANCISCO, CA 94109
514 1514 300

ORDER FORM FOR ADVERTISING IN The New York Times

PLEASE PLACE ADVERTISING IN THE FIRST AVAILABLE SUNDAY EDITION OF THE NEW YORK TIMES. WE HAVE CHECKED THE SIZE SPACE THAT WE WISH TO USE.

- Insert 1 time at price shown in space
- Insert 2 times (deduct 10%)
- Insert 3 times (deduct 15%)

PRINT NAME _____ PHONE () _____
FIRM _____
ADDRESS _____
CITY _____ STATE _____ ZIP _____

- I already have an ad and am enclosing it.
- Prepare an ad for me at no cost. (Add \$75.00, if you wish a photograph or drawing.) I have enclosed information about my product or service. Mail me a copy of the ad before publication.
- I have enclosed a check/money order for \$_____



1" x 2 1/4" \$295.00

2" x 2 1/4" \$590.00

3" x 2 1/4" \$885.00

5" x 2 1/4" \$1,475.00

SEND ORDER 2 consecutive Sundays and deduct 10% or order 3 consecutive Tuesdays and deduct 15%

2" x 4 1/4" \$1,180.00



Our readers are very good at giving orders.

Your ad in the Catalog Shopper section or The Wall Street Journal reaches the most affluent management audience anywhere. And one of the most responsive. For example, this August 10, 1990 section drew 3,476 coupons, plus thousands of phone requests, and moved over 13,000 catalogs. Our "Speed Clip" coupon allows readers to tell us which catalogs they'd like. Within a week, their names start feeding into your mailing list. For details, call Deborah Angell or Roger Goodman at 1-800-646-4778.

The Wall Street Journal.
"The World's Business Dairy. It Works."

Section Four

**SELLING INFORMATION
PRODUCTS AT WHOLESALE &
OTHER “OFF BEAT” SALES
OPPORTUNITIES**

SELLING YOUR INFORMATION PRODUCTS AT "WHOLESALE"

Getting your information products advertised in other companies' catalogs and sold by established mail-order marketers is a terrific way to make a lot of money with no risk and very little expense.

I have done a good job, although, frankly not as good a job as I should have, at getting my products marketed this way, notably in arrangements with the famous DAY-TIMERS catalogs, their prime competitor CADDYLAK SYSTEMS catalog, CADDYLAK'S card decks, and with a card deck advertiser, INFORMATION PRODUCTS INC. Pages at the end of this Chapter show some examples of my products marketed by these other companies.

Typically, these type of companies will buy at 50% to 60% off (discount) from the retail price. Some will buy in bulk, inventory and fulfill their own orders; others will require you to drop-ship individual orders for them. The only marketing expenses you have are those involved in making the deal to start with and in providing copy, photographs and samples.

Your primary tool is promoting your information products to established catalog/mail-order companies is a "Product Press Kit", and it should/can include:

1. A brief description of the product — size, number of pages, etc.
2. Sample catalog copy "blurb."
3. Sample ad.
4. A brochure, if you have one.
5. A photograph of the product.
6. Reprints of any articles about or that have favorably mentioned the product, from newspapers or magazines.
7. Proof that the product sells well via mail-order.

There are three primary ways you can bring your information products to the attention of the professional buyers, purchasing agents and product "finders" who control the space in the catalogs:

First, you can mail your Product Press Kit, with an appropriate cover letter, to appropriate catalog/mail-order companies. There is a NATIONAL DIRECTORY OF CATALOGS available that provides a wealth of information about more than 4,500 catalogs and mail-order companies, names of their key personnel, statistics, etc. You may be able to find this in the business/reference section of a major city public library or you can buy it from: Cambridge Communications, Inc., 150 Fifth Avenue, New York, New York 10011.

It's important to understand that these companies' key people receive hundreds, in many cases, thousands of solicitations each week from product manufacturers, importers, publishers, inventors, manufacturer's agents, etc., and gaining favorable attention against all this formidable competition is no small order. I urge you to be totally professional and "first class" in your approach. Also, you may want to consider special methods of commanding attention, such as Federal Express or other alternative delivery methods, a series of mailings, a video tape that demonstrates the product or shows you explaining it, etc.

Second, you can exhibit at appropriate Trade Shows. One of the best Trade Shows to exhibit, "get your feet wet", and learn is THE NATIONAL MAIL-ORDER MERCHANDISE SHOW, held every Spring in New York City. Some of the established catalogers who always send their buyers to this Show include:

Adam York
American Express
Barbara George Collection
Childcraft Education Corp.*

Collector Guild Ltd.
Dr. Leonard's Catalog*
Edmund Scientific*
Hamover House*
Random House*
Sharper Image

* These companies market information products within their product mix.

For information, contact THE NATIONAL MAIL-ORDER MERCHANDISE SHOW c/o Independent Management Group, Box 938, Clifton, New Jersey 07014. Phone: 201/661-9681.

Exhibiting at Trade Shows can be expensive and time-consuming, but you may only need to do it once or twice as a means of establishing relationships that can then be maintained by mail and phone for years to come.

There are many other Trade Shows you might want to exhibit at, including the American Bookellers Association (ABA) Convention. At your public library, you'll find several different directories of trade shows. Most trade associations also have exhibits in conjunction with their conventions, and these, too, can be profitable places to sell information products.

I want to tell you two quick stories to illustrate the potential of this approach to making money. One: an Indian who handcrafts knives, with beautiful turquoise and silver handles, and sells them at swap meets and street fairs was fortunate enough to get his product brought to the attention of the people at one of the leading "adult toy", executive gift and gadget-gadget catalogs. Solely through that catalog company, he has since sold over 100,000 knives and becomes a millionaire. Two: the author of a little book for women, explaining the game of football, has sold over 30,000 copies purely through several catalog companies, earning net profits of nearly \$100,000.00. These are not isolated, "odd-ball" examples. This happens routinely. That's why, in my opinion, the best way to make money with information products, with zero risk and nearly zero expense, is getting them marketed by established catalog companies.

EXHIBITING AT TRADE SHOWS

My first experience was a green-horn, wet-behind-the-ears sales rep for a book publishing company, working the booth at the mammoth Chicago Gift Show at McCormick Place. I wrote more actual orders than any two of the other, much more experienced reps because of the things I didn't know — like:

- These Shows pull all the Lookie-Lou's. The real buyers stay at home.
- If they come at all, the real buyers just come the last day.
- Everybody's here just to collect information. They'll plan their purchases later.
- Our job is to hand out as many catalogs as possible.
- If you try to "push" buyers at a Show, you just irritate them.

I went in, as Glenn Turner says, "intelligently ignorant" — smart enough to sell, dumb enough not to know I wasn't supposed to.

My observation over the years is that most companies and people waste their time and money at Shows, while a few "intelligently ignorant", creative and aggressive folks do super well.

The expert in getting great results from trade show exhibiting is Dr. Allen Konopacki. If you're going to be a big player at one or more shows, it might pay to hire him as a consultant, to plan your strategy. Or, he has some reports, books and audio tapes available. You can

contact him at INCOMA INTERNATIONAL, 1005 N. LaSalle Drive in Chicago, Illinois 60610; phone 312/642-9377.

Here are a few of the best tips I know of:

1. Plan your "opening line." At the Show, experiment with a few until you find one that works...that stops people and engages them in meaningful conversation.
2. Avoid leaping into a pitch. Some social talk is necessary. More important, you need to ask questions and really listen to the answers. You need to plan a series of qualifying questions.
3. Don't offer literature too quickly. Try for conversation that counts, first. If the traffic is such that you'll be unable to converse with good prospects and get literature out to everybody, hire "temps" to hand-out literature.
4. Have an interactive process going on — a test, a game, a demonstration.
5. Take notes for follow-up. Don't just fill a box with business cards.
6. Have a planned method for moving the clearly qualified prospect right into the buying spot. Make that easy, offer a show special, have a simple form for the buyer to sign.

Selling Information Products To Libraries

The best thing about selling to libraries is that they are spending other people's money, not their own. If they are convinced that a book or, increasingly, a video tape, audio tape program or course will be of interest to a lot of people and in demand, they'll buy several copies, and price will be no object.

Some information product entrepreneurs who have many appropriate products do their own mailings to libraries. Another option is to try and get your product(s) placed with the #1 distributor dealing exclusively with libraries, a company called QUALITY BOOKS, INC. I placed a book we published a few years ago (LIFE-CHOICES) with QUALITY and, although it certainly was a long way from being a 'bestseller,' they did a good job, produced sales we never would have gotten on our own, and contributed to the overall profitability of the project. I've included a copy of their 'Vendor Update' and the Application Form you have to use to submit a product for their consideration. This is a very good company to work with. If you have the opportunity to do so, I'd urge you to jump at it.

Selling To The Military Libraries And Bookstores

There are nearly 14-million "customers" within the military marketplace, including uniformed service members, reservists, retirees, military-employed civilians, and dependents. These people are interested, like everybody else, in all sorts of information.

The military established operates its own chain of bookstores, its own mail-order catalog, schools, libraries and regional buying offices, and buys information products for use in education and training programs as well as at wholesale, for re-sale to its "customers."

There are also basic and government newspapers and over 1,000 other military publications and privately-published magazines and newspapers subscribed to exclusively by military personnel. Many accept advertising and offer very low rates.

The reigning expert in this aspect of our business is Michael Sedge, at Strawberry Media, Inc. 2460 Lexington Drive, Owosso, Michigan 48867; Phone 517/725-9027. A how-to manual, consulting and other services are available from this specialized company.

AUDIOCASSETTE PROGRAMS

Learn to Write Advertising Copy Like A Pro **SELLING WITH WORDS**

How to Write Your Own Advertising Copy...A 6-hour audiocassette series by one of the most successful direct marketing copywriters in America today, Joan Harris. Listen to Ms. Harris' unique, step-by-step, easy-to-follow approach to writing effective: Headlines...Body Copy...Trade Ads...Direct Mail...Brochures...Envelope Copy...Sales Letters ...and more!

Share her Secret Weapons...

"The Theory of Fundamental Human Needs"

The "What's In It For Me" Approach

"The U.S.P. Factor"

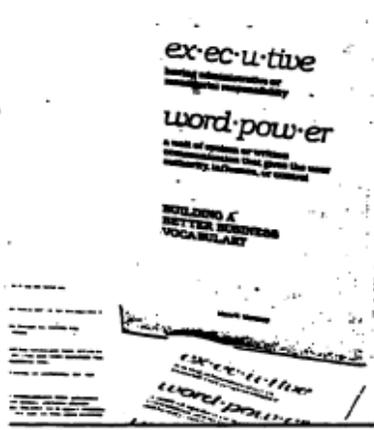
"Become a Mindreader and Sell More Products", "Seven Secrets for Successful Sales Letters"

"How to Sizzle with Simple Words and Short Sentences"

And learn how to:

Define your Advertising Goals, Analyze the Competition, Turn Features into Benefits, Evaluate the Media, Unblock Writer's Block, AND...write convincing, persuasive copy that gets RESULTS! Program includes six stimulating audiocassettes, plus a 40-page informative workbook.

HQR-3413.....~~\$79.95~~.....Special: Now \$59.95



Project a More Confident, Professional Image **EXECUTIVE WORDPOWER** Building A Better Business Vocabulary

Executive Wordpower lets you discover how the right words...chosen from a power vocabulary...can help make things happen in your career. By improving your business vocabulary, you gain a verbal confidence that ensures success.

This three-audiocassette program will provide you with:

- the exact meaning of significant business words, computer terms, financial words, marketing and management terms, even acronyms and expressions currently in vogue.

- hundreds of power words — that create a better impression and motivate the listener to act.
- topics on using language correctly — words to avoid, words often confused and misused.

Listen to the tapes in your car, on the job, at home. The program also includes a handy workbook to reinforce the valuable taped information.

HQR-3403.....\$39.95

Bypass Roadblocks to Success
 and Accomplish Your Goals with the Inspiring Seminar on Tape

HOW MANAGERS MAKE THINGS HAPPEN

Management in action — not just theory — makes this a dramatically motivating program from leading management expert, George Odiorne. Throughout his presentation, he'll show you innovative strategies to cut through red tape, politics, and inertia to make things happen in your work and personal life. You can use these powerful, proven methods to:

- Identify and pursue new professional opportunities
- Organize and motivate employees to work to the fulfillment of your goals
- Overcome procrastination, poor organization, apathetic attitudes, and overattention to detail
- Delegate authority without losing control
- Sharpen your decision-making skills with a 7-step action plan

Included with the 4 cassettes is a 53-page interactive workbook that gives you real-world, concrete strategies you can start using right away.

HQR-7104.....\$59.95



Master the Secrets of Successful Negotiating ONE-MINUTE NEGOTIATING

If you ever thought that only a certain select few were born to be negotiators, you're flat wrong. Negotiating is a skill, and anyone who wants to spend a little time studying it can learn how. ONE-MINUTE NEGOTIATING is the first program of its kind to give practical, ready-to-use action tips on how to put negotiating -- in your hands, whether you're --

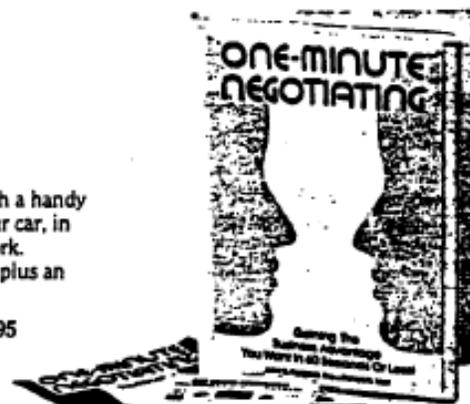
- Asking your boss
- Mediating

The product below was developed by my company and tens of thousands have been sold via this Catalog alone.

- Getting the best price from vendors
- Trying to say "no" graciously
- And much, much more!

A complete audiocassette program with a handy workbook. Ideal for listening to in your car, in your office, or while commuting to work. Program includes two audiocassettes, plus an informative workbook.

HQR-3392.....\$39.95



PROFESSIONAL TELEPHONE TECHNIQUES

This self-learn audio program is a must for any receptionist, secretary or office administrator who makes contact with the customers or clients over the phone.

This two cassette program plus a workbook covers every essential skill from proper phone language to handling upset customers.

Special importance is placed on:

- Maintaining a professional attitude
- Effective screen calling
- Efficient message-taking

You'll want to order a program for each of your telephone personnel and take advantage of our special pricing.

HQR-3410.....\$39.95



30 Day Free Trial!

VOLUME DISCOUNT	
BUY	SAVE
2 programs	5%
3 programs	10%
4+ programs	15%

Learn How To Add More Productive Hours To Your Day
With The Widely Acclaimed New Audiocassette Series

ALEC MACKENZIE ON TIME

Worldwide authority on time management, Dr. Alec Mackenzie, now shares with you his powerful strategies proven to dramatically boost managerial effectiveness. The practical techniques found in his audio program will add valuable hours to your day for work or leisure time!

Use Dr. Mackenzie's time management tools to help you:

- set, pursue, and achieve the highest possible goals
- systematically reach your goals on a daily, weekly, and annual basis
- delegate to staff without losing control of projects
- turn travel time into profitable work time
- increase staff performance by using "double leveraging"

Let this 5-hour tape program (complete with 48-page workbook designed to reinforce and enhance these techniques) show you how to keep your managerial productivity up ... while keeping the time spent on each project down!

HQR-7103.....\$59.95



Transform Your Ideas Into Sales With The New, Revised Edition
of the Unique Marketing Thesaurus,
WORDS THAT SELL

Waste no more time searching endlessly for the perfect word. Now, there's an indispensable tool with just the right words for you to persuade, motivate, and effectively communicate your ideas in writing anything that sells . . . promotions, advertising, speeches, and resumes.

A clever idea starter . . . a serious reference tool . . . fun to use . . . WORDS THAT SELL gives you immediate access to thousands of compelling words and phrases. Vastly expanded, this new edition supplies you with more than twice as much material as its predecessor in categories such as, "Grabbers," "Descriptions and Benefits," "Clinchers," and "Terms and Offers". There's also the helpful new "Copywriter's Checklist," the equally valuable "31 Common Copywriting Blunders," and much, much more!

paperbound • 184 pages • 8 1/2" x 8 3/4"

HQR-3354\$24.95



The Thesaurus to Help Managers Relate, Motivate, and Evaluate
WORDS THAT MANAGE

To do their job successfully, managers must effectively communicate wants, needs, and expectations to their employees, superiors and associates. This remarkable thesaurus provides thousands of words and phrases to help you do just that. It will help you:

- determine what you really wish to convey
 - find the exact words to express yourself
 - give specific examples that will help others carry out your wishes
- Here's how you can use WORDS THAT MANAGE . . . every day
- Use it when assigning a new task or job function to help convey the results you expect
 - Reach for it before you meet with an employee who has failed to meet your expectations to find the right words to put them back on track
 - Thumb through it when you are concerned about the motivational level of your staff and find words to inspire eager, improved performance
 - Turn to the appropriate word categories before writing a formal evaluation

If communicating with people effectively, precisely, and accurately is important to your job, WORDS THAT MANAGE will prove to be an invaluable management tool.

157 pp. • 8 1/2" x 8 1/2"
HQR-3333..... \$19.95



READY-TO-GO SALES MEETINGS

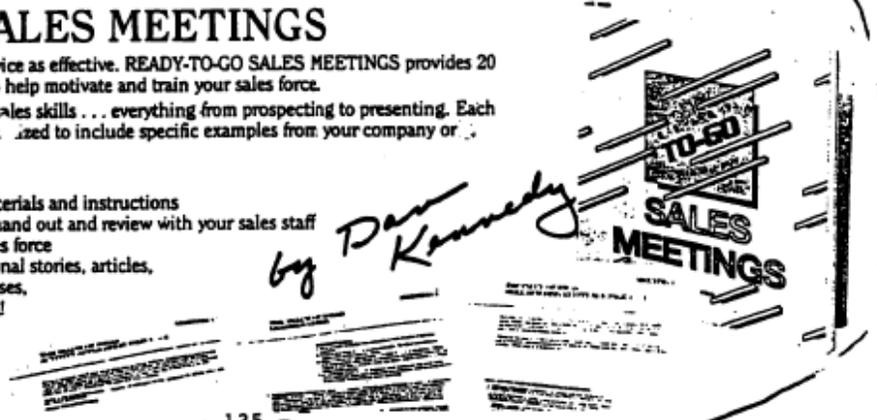
Now you can make your sales meetings twice as effective. READY-TO-GO SALES MEETINGS provides 20 professionally developed sales meetings to help motivate and train your sales force.

The preplanned meetings cover essential sales skills . . . everything from prospecting to presenting. Each meeting can either be used as is, or personalized to include specific examples from your company or industry.

All meetings include:

- a Leader's Guide with presentation materials and instructions
- a Skill Building Reference Section to hand out and review with your sales staff
- an Activity Section for use by your sales force
- plus a special Bonus Section of additional stories, articles, anecdotes, examples, suggested exercises, and reading materials for better selling!

3-Ring Binder • 191 pp. • 8 1/2" x 11"
HQR-3336.....\$39.95



From a Card Deck:



READY-TO-GO SALES MEETINGS

Now you can stop that last minute search for new topics, examples, and techniques to use in your regular sales meetings. With READY-TO-GO SALES MEETINGS, you'll have 20 carefully developed, interactive sales meetings right at your fingertips. Each explores a different aspect of sales success and can be presented in as short a time as 15 minutes.

ALL MEETINGS INCLUDE:

- a Leader's Guide with presentation materials and instructions
- a Skill Building Reference Section to hand out and review with your sales staff
- An Activity Section for use by your sales force
- PLUS a special Bonus Section of additional stories, articles, anecdotes, examples, suggested exercises, and reading materials for better selling!

30 DAY FREE TRIAL OFFER



CAD-190-800

READY-TO-GO SALES MEETINGS

Stop wondering what to plan for your next meeting...just reach for READY-TO-GO SALES MEETINGS and conduct well-organized, information packed meetings every time.



QTY.	Product	TITLE	Price
	CXC-3338	Ready-To-Go Sales Meetings	\$39.95

Name _____ Title _____
 Company _____
 Address _____
 City _____ State _____ Zip _____
 Signature _____ Phone _____
(orders must be signed)

Return order form to: Caddylak Systems Inc.,
 131 Heartland Blvd., P.O. Box W, Brentwood, NY 11717-0698
 Or call toll free 1-800-523-8060



30-DAY NO-RISK GUARANTEE: Return for a full refund if not completely satisfied. F.O.B. Factory, Brentwood, NY. All prices plus shipping & handling.

Check Enclosed. Add \$2.50 shipping & handling for first book and \$.50 for each additional book. NY residents add sales tax.

Credit Card _____ American Express
 _____ VISA _____ MasterCard

Card No. _____
 Exp. Date _____

Sizzling Opportunity! Sock It To America

Entrepreneur

November 1989

Hot Tech!

**Power Your
Small Business
Into The '90s**

**Looking For
Money?
The Search
Gets Easier**

U.S. \$2.95
Canada \$3.50



- 137 -

At Least

101 Money-Making Ideas For Today's Small-Business Owner

New
to
Entrepreneur
readers ...

Information-packed audio-cassette series by noted international speaker and consultant, Dan Kennedy, will help you gain more from your business endeavors.



Successful Marketing Strategies for Any Business

6 audio cassettes give you the information you need to promote any product, service or business. Find out:

- 7 promotion ideas for any business;
- How to stimulate sales from word-of-mouth advertising;
- How to identify business-growth opportunities;
- Tips on how to increase sales from your current clients/customers;
- How to use direct mail and telemarketing successfully;
- Plus much, much more.

Thousands have paid up to \$300.00 to attend the seminar. Now you can get the same information that can double or triple your business for only ... \$69.95



Entrepreneurial Strategies for the 1990s

Listening to these 6 audio cassettes is like sitting down and picking Dan Kennedy's brain for about four hours. They are full of useful ideas, tactics and strategies to boost sales and profits and solve the problems of virtually any kind of business.

Topics include:

- What it takes to be a "winner" in business;
- Ways to effectively manage through a cash crisis;
- How to add staff and manage a growing business;
- Techniques for maximizing your time and increasing profits;
- Plus much more!

A \$395.00 seminar value for just ... \$69.95



How To Get The Money You Need For Any Business

Far too many entrepreneurs are handcuffed by a lack of capital. These 4 audio cassettes with a reference book tell you:

- How to find and motivate private individuals to invest;
- How to raise money for a business still in the idea stage;
- The 21 components of a believable business plan;
- How to limit personal financial risk;
- Plus lots more.

This system has raised millions for all sorts of businesses. And it's yours for only ... \$49.95



About Dan Kennedy ...

An international speaker, consultant and himself owner of several businesses, Dan Kennedy has assisted individual entrepreneurs as well as companies of all sizes in raising capital, inventing new businesses, and developing innovative, successful marketing strategies. Mr. Kennedy typically commands fees of several thousand dollars per day. And now you can tap into his very best experience-based advice for a tiny fraction of those fees.

To Order:

CALL 1-800-421-2300

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or return this response coupon.

Yes! Please rush me:

Successful Marketing Strategies, \$69.95

Entrepreneurial Strategies, \$69.95

How to Get the Money You Need, \$49.95

Add \$6.50 for shipping/handling, plus \$2.00 for each additional cassette series; \$35.00 for foreign orders. California residents add 6% sales tax.

Check/Money Order Enclosed

Ship to:

MasterCard Discover

Name _____

American Express Visa

Address _____

Card No. _____

City _____

State _____

Zip _____

Expir. Date _____

Phone number () _____

Mail coupon to: Entrepreneur, Order Dept., 2392 Morse Avenue, P.O. Box 15767, Irvine, CA 92713-9438

Important information...
Please pass on to
Sales & Marketing!

QUALITY BOOKS INC.

a dawson company

Vendor Update

August 1990

Vol. IV, No. 3

918 Sherwood Drive, Lake Bluff, IL 60044-2204

Phone # (708) 295-2010

Fax # (708) 295-1556

Extending the Product Life Cycle

The July *Vendor Update* featured an article on the product life cycle. While the selling pattern mentioned is most common, it is not unusual for QBI to continue selling many titles beyond the "normal" 12-18 month period. This is especially true with videos.

Titles that continue selling year after year are true "niche-fillers". A

one-of-a-kind book or video covering a subject that is in great demand will sell strongly. But remember, the first one out will sell better than the twentieth title out on that subject.

We're also able to sell a title for a longer period of time if we are notified 90 days prior to publication or production. Our sales representatives can get excited about a title

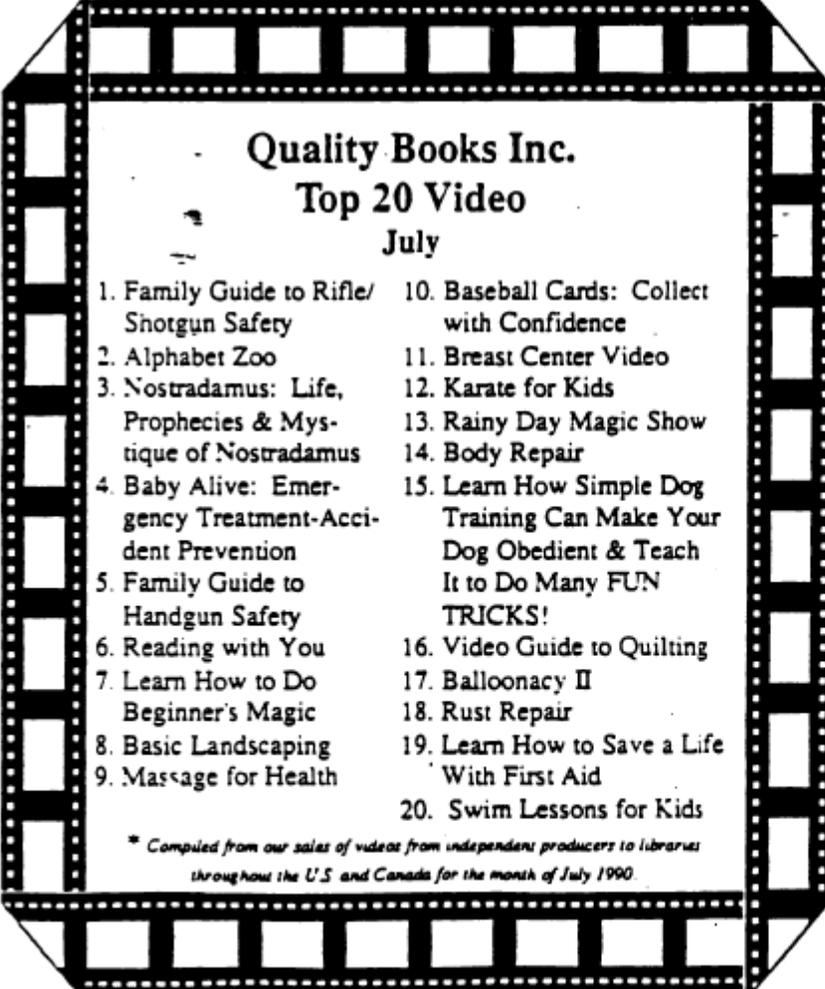
when we have the first cases available and are motivated to show that title on each and every sales call. And remember, our reps need covers to use as sell pieces, so be sure to overrun those covers! (You'll find *many* other uses for additional covers.)

We are happy to look at galleys if they're available. If not, please send us the completed Book or Video Information Form. Copies of these forms are included in the *Vendor Update* and may be photocopied. If we receive a galley of a book, we are more likely to submit it to *Booklist*, the review publication of the American Library Association, for review. *Booklist* prefers to review titles in galley form.

When a title is revised, assign a new ISBN and copyright. Simply labeling a title "revised edition" does not make it a new book. The librarian will look at the ISBN and assume it is the same title they have on the shelf. Don't miss out on additional sales by neglecting to assign a new ISBN and copyright and informing QBI 90 days pre-pub. *Note: A second printing without substantive changes in the text is not considered a revision.*

Support our efforts by mentioning us as your *library* distributor. Also, please keep us up-to-date by sending one copy of any reviews you receive.

Working together, we should be able to increase sales of your titles to libraries.



Quality Books Inc.
Top 20 Video
July

1. Family Guide to Rifle/ Shotgun Safety	10. Baseball Cards: Collect with Confidence
2. Alphabet Zoo	11. Breast Center Video
3. Nostradamus: Life, Prophecies & Mystique of Nostradamus	12. Karate for Kids
4. Baby Alive: Emergency Treatment-Accident Prevention	13. Rainy Day Magic Show
5. Family Guide to Handgun Safety	14. Body Repair
6. Reading with You	15. Learn How Simple Dog Training Can Make Your Dog Obedient & Teach It to Do Many FUN TRICKS!
7. Learn How to Do Beginner's Magic	16. Video Guide to Quilting
8. Basic Landscaping	17. Balloonacy II
9. Massage for Health	18. Rust Repair
	19. Learn How to Save a Life With First Aid
	20. Swim Lessons for Kids

* Compiled from our sales of videos from independent producers to libraries throughout the U.S. and Canada for the month of July 1990.

the librarian's source for small press



QUALITY BOOKS INC.

a dawson company

918 Sherwood Drive, Lake Bluff, IL 60044-2204

(708) 295-2010

Fax: (708) 295-1556

COPYMASTER

BOOK INFORMATION FORM

Complete and submit with one review copy to:
Title Selection Committee

Title: _____

Author: _____

ISBN: _____

L.C.#: _____

Copyright/year only: _____

Edition: _____ List Price: _____

of Pages: _____ Dimensions: _____

Publication date (month/year): _____

Type of binding: (circle one):

Trade Paper Hardcover

Saddle Stapled Spiral/Comb Binding

If more than one type of binding is available, please list price for each type.

Is review copy final product or galley? (circle one)

Description of content

(Please include a concise, brief summary.):

Author's hometown: _____

Author's credentials: _____

For Office Use Only

Date: _____ Vnd. Code _____

Qty: _____ Inv. Type _____

P.O. #: _____ Srce: _____

Stock #: _____ Samples: _____

Publisher: _____

Vendor (if different than publisher): _____

Phone: (____) _____

Fax: (____) _____

Contact: _____

Address for checks & correspondence: _____

City, State, Zip _____

Address for shipping (if different than address for checks & correspondence): _____

City, State, Zip _____

Reviews (Please list publications(s) & date(s)):

Complete and submit with one review copy and signed Distribution to Libraries Agreement to:
Title Selection Committee, Quality Books Inc., 918 Sherwood Drive, Lake Bluff, IL 60044-2204



QUALITY BOOKS INC.

a dawson company

918 Sherwood Drive, Lake Bluff, IL 60044-2204

(708) 295-201

Fax: (708) 295-151

COPIMASTER

VIDEO INFORMATION FORM

Complete and submit with one review copy to:
Title Selection Committee

Title: _____

Copyright (year only): _____ Format: _____

List Price: _____ Running time: _____

Type of packaging (box, slipcase, plastic, etc.): _____

Description of content
(Please include a concise, brief summary.):

Reviews or Promotional Plans: _____

For Office Use Only

Date: _____ Vnd. _____

Qty: _____ Inv. Type: _____

P.O. # _____ Srce: _____

Stock #: _____ Samples _____

Producer: _____

Vendor (if different than producer):

Phone: (____) _____

Fax: (____) _____

Contact: _____

Address for checks & correspondence:

City, State, Zip _____

Address for shipping (if different than
address for checks & correspondence):

City, State, Zip _____

Public Performance and Home Viewing Rights

Public Performance Rights

Seller agrees to grant libraries/schools the right to show video at non-commercial events where no fee is charged to viewers.

Home Viewing Rights

Seller agrees to grant libraries/schools the right to allow patrons to view the tape at home.

An agreement between Quality Books Inc. and _____ to include **public performance rights and home rights** for the above listed title that is to be sold and distributed by Quality Books Inc.

Name (please print): _____ Signature: _____

Title: _____ Date: _____

Complete and submit with one review copy and signed Distribution to Libraries Agreement to:
Title Selection Committee, Quality Books Inc., 918 Sherwood Drive, Lake Bluff, IL 60044-2204

Reminders...

Please remember the importance of good final editing before sending a book to press. Our customers scrutinize your titles and will often return books that contain an abundance of typographical, grammatical or spelling errors. This is not good for your continued business, or ours.

Be consistent with your title. Please make certain it is the same on the book cover, spine and title page. For videos, it should be the same on the cover, the video itself and in the credits.

Many thanks to Gordon Burgett, President of Communication Unlimited for his quick response to our request in last month's *Vendor Update* for earthworms. Gordon was kind enough to send one of his prized earthworms to QBI. Unfortunately, the librarians we serve are still looking for books and videos on the subject of earthworms. Please keep this in mind, Gordon, as you read this month's "Idea Corner". I'm not looking forward to receiving an iguana or lizard in the mail. Although, I wouldn't mind a jet ski...

Amy



Idea Corner

recent suggestions from librarians

Books

- Autoharp
- Guitar playing by ear
- Hydroplane boats & racing
- Iguanas
- Jet skiing
- Lizards
- Marbles (collecting & games)

Videos

- Bowling
- Building dog houses
- Ice sculpture
- Travel videos-unusual destinations



<ol style="list-style-type: none"> 1. High Impact Resumes & Letters 2. Dr. Christman's Learn-To-Read Book 3. Shingles 4. Sports Collectors Digest: Baseball Card Price Guide 5. Immigration Made Simple 6. Complete & Easy Guide to Social Security & Medicare 1990 7. Hidden New England 8. Europe for Free 9. Orlando & Disney World: A Travel Venture Guide 10. DC for Free 11. Home Landscaper 12. Stephen King & Clive Barker 13. Groom-to-Groom Book 14. Cancun Handbook & Mexico's Caribbean Coast 	<ol style="list-style-type: none"> 15. Laptop User's Guide 16. Bride-to-Bride Book 17. Ticks & What You Can Do About Them 18. Divorce Yourself 19. Animal Patterns 20. Quick Guide to Food Additives 21. How to Cut Your Mortgage in Half 22. Preparing for Your Interview 23. Fast Food Facts 24. State Parks of the West 25. Amazing Alligators & Other Story Hour Friends 26. Starting Your Business 27. Ending Head & Neck Pain 28. MS-DOS Tips & Tricks 29. Teenage Entrepreneur's Guide 30. Does Your Resume Wear Apron Strings? 31. How to Avoid Probate with a Revocable Living Trust 32. Stones: Their Collection, Identification & Uses 33. Interview for Success 34. How to Register a United States Copyright 35. Claim Paid 36. Attention Deficit Disorder 37. Caring for Older Cats & Dogs 38. Saga of the American Flag 39. Climate in Crisis 40. Complete Car Cost Guide 1990
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* Compiled from our sales of small press books from independent publishers to libraries throughout the U.S. and Canada for the month of July 1990.

Important information...
Please pass on to
Sales & Marketing!



Quality Books Inc.

a dawson company

Vendor Update

November 1989
Vol. III, No. 6

918 Sherwood Drive, Lake Bluff, IL 60044-2204

Phone # (708) 295-2010

Fax # (708) 295-1556

On the Road with QBI

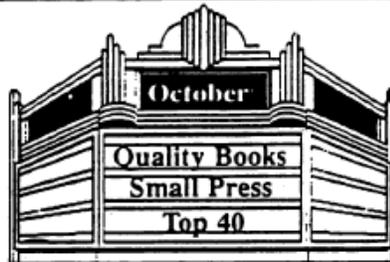
Last month I had the opportunity to travel with one of our sales representatives and call on a wide variety of libraries. I thought this would be an ideal opportunity to share with you what takes place during a sales call, as well as what types of material are of particular interest to different systems. It may also provide some insight into the reason every library

in North America does not buy a copy of every single book or video available.

During the course of two days we visited a major urban system, a regional system, a four-year college library and a state department of corrections library system.

Most major urban systems and larger regional systems we deal with

subscribe to our approval and/or annotation programs and see new titles on a regular basis. The sales representative's job during his/her visit is to make certain the librarians are seeing the types of titles they want and the services we're currently providing are appropriate for their needs. At this time the representative
(continued on page 4)



1. Free Help From Uncle Sam to Start Your Own Business
2. Artist's Library: Cartooning
3. Birthday Parties (Best Party Tips & Ideas)
4. Creative Book of Gift Wrapping
5. Celebrate! Parties for Kids
6. Complete Guide to Wallpapering
7. How to Drug-Proof Kids
8. Mudworks: Creative Clay, Dough & Modeling Experiences
9. Creative Book of Party Decorations
10. For Sale By Owner
11. Instant Handwriting Analysis
12. Your Fertility Signals
13. How to Get a Job in New York
14. Finding Your Ideal Job 1989-1990
15. Car Buyer's Handbook!
16. Punctuation Handbook
17. Resume Writing Made Easy
18. Hidden Florida
19. House Histories: A Guide to Tracing the Genealogy of Your Home
20. Oat Bran Cookbook
21. Wedding Vows: How to Express Your Love in Your Own Words
22. Building Baths & Kitchens
23. Campus-Free College Degrees
24. Carolyn Taylor's Home Haircuts & Styles for Women & Girls
25. American Guidance for Those Over 60
26. Story S-t-r-e-t-c-h-e-r-s: Activities to Expand Children's Favorite Books
27. Menopause Without Medicine
28. Star Guide 1990-1991
29. Why Can't Anyone Hear Me?: A Guide for Surviving Adolescence
30. Help Your Child Succeed in School
31. How to Register a United States Copyright
32. Building Floors, Walls & Stairs
33. Building Doors, Windows & Skylights
34. Rainy Day Activities for Preschoolers
35. 501 Ways to Crimeproof Your Home
36. Calming Upset Customers
37. Family Intervention: Ending the Cycle of Addiction & Co-Dependency
38. Unpuzzling Your Past: A Basic Guide to Genealogy
39. Get Up & Go: A Guide for the Mature Traveler
40. Survivors of Suicide

* Compiled from our sales of small press books from independent publishers to libraries throughout the U.S. and Canada for the month of October 1989

the librarian's source for small press

New Area Code for QBI

As of November 11, 1989 Quality Books Inc. will have a new area code of 708. This will not affect our seven digit phone and fax numbers. The addition of the new area code was made necessary by Chicagoland's growth. The 708 code replaces the 312 code for suburbs of Chicago only. Companies you deal with in the city of Chicago will retain the 312 area code. Remember to call us at (708) 295-2010 or send faxes to (708) 295-1556, after November 11th.

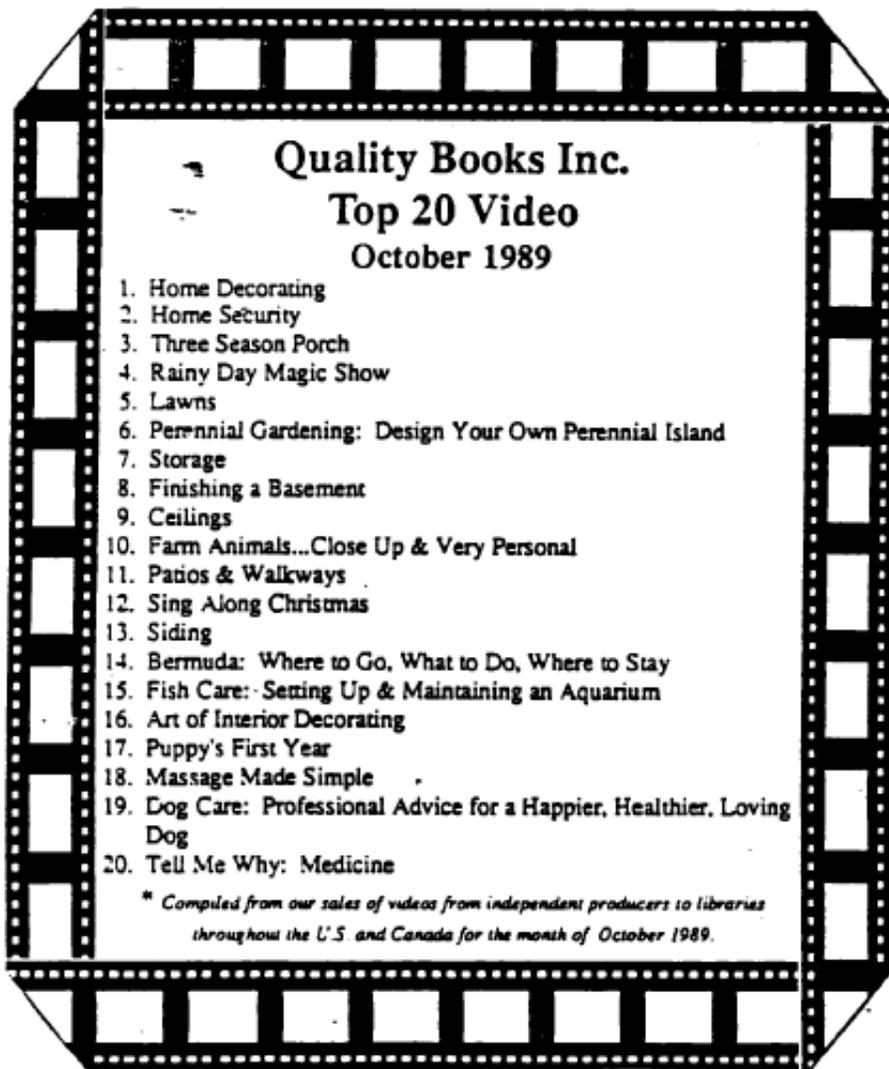
(continued from page 1) also has the opportunity to show any titles the buyer may have overlooked. In particularly great demand, especially by major urban systems, are titles dealing with racial and ethnic minorities.

Although many of our university libraries subscribe to our academic annotation program, the four-year college library we visited prefers to buy at the beginning of the academic year, when funds are newly allocated. They had just moved into a large new building and were looking for new titles appropriate for their college students as well as the prep school they served. Our sales repre

sentative presented covers of titles which fit the customer's interest profile. The librarian looked through the covers and paused on those titles which caught his eye. The sales rep then scanned the titles selected by the librarian and produced an order form from his state-of-the-art laptop computer. Business, health and psychology titles were of special interest to this librarian.

The State Department of Corrections had just appointed a new library director and was in the process of revamping existing libraries and adding libraries to those institutions which previously had none. This was an ideal opportunity to provide special subject lists, an important method employed to sell titles that aren't "hot off the press".

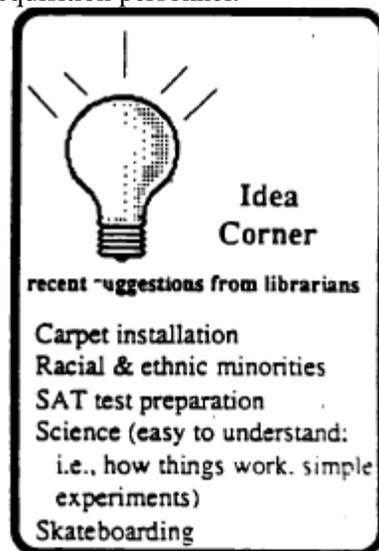
A QBI sales representative is equipped with many sales tools, including the covers you provide and a laptop computer. It is up to him or her to determine which sales methods are most appropriate for the individual library system and its acquisition personnel.



Quality Books Inc.
Top 20 Video
October 1989

1. Home Decorating
2. Home Security
3. Three Season Porch
4. Rainy Day Magic Show
5. Lawns
6. Perennial Gardening: Design Your Own Perennial Island
7. Storage
8. Finishing a Basement
9. Ceilings
10. Farm Animals...Close Up & Very Personal
11. Patios & Walkways
12. Sing Along Christmas
13. Siding
14. Bermuda: Where to Go, What to Do, Where to Stay
15. Fish Care: Setting Up & Maintaining an Aquarium
16. Art of Interior Decorating
17. Puppy's First Year
18. Massage Made Simple
19. Dog Care: Professional Advice for a Happier, Healthier, Loving Dog
20. Tell Me Why: Medicine

* Compiled from our sales of videos from independent producers to libraries throughout the U.S. and Canada for the month of October 1989.



**Idea
Corner**

recent suggestions from librarians

Carpet installation
Racial & ethnic minorities
SAT test preparation
Science (easy to understand:
i.e., how things work, simple
experiments)
Skateboarding

Section Five

**MORE SAMPLE ADS
& OTHER EXAMPLES TO
LEARN FROM**

**A DIRECT-MAIL PACKAGE TO STUDY AND STUDY
AND STUDY SOME MORE...**

**(We should all watch these folks at Rodale Press and the DM-pros they use.
The promotions they turn out are a "school" on how to sell information.)**

The following pages are copies of pieces/parts of pieces from a Rodale Press direct-mail promotion for its HOME REMEDIES book, and the "bonus" MEALS THAT HEAL COOKBOOK. This is a true "model" promotion deserving of our most careful attention and analysis.

You cannot go wrong emulating this example, to sell virtually any kind of information product.

Immediate following the Rodale examples are two ads from Boardroom Books. These ads, selling business products to businesspeople, have quite a bit of similarity in terms of devices and style used, to the Rodale piece, selling consumer products to consumers. There's a big lesson there.

**NEW! FIRST
TIME OFFERED!**

PREVENTION.

"The World's Leading Self-Health Authority"

- Super-whiten stained teeth with baking soda and peroxide! PAGE 556.
- Halt a nosebleed on the spot! PAGE 453.
- Soothe sunburn with ordinary skim milk! PAGE 571.
- How to open blocked ears on an airplane. PAGE 229.
- How the Chinese wrinkle-proof their skin. PAGE 635.
- How to silence a snorer! PAGE 545.
- Make warts fall off with castor oil packs! PAGE 627.
- Stop earaches with your hairdryer! PAGE 228.

PLUS: Over 2,350 More Astonishing Home Remedies

Now Yours Free For 21 Days!

Dear Reader:

Before you call the doctor...

Before you visit the druggist...

Before you take a chance with your health...

...take a look at the
most astounding book
of reliable home
remedies ever
published!

THE DOCTORS BOOK OF HOME REMEDIES gives you more control over your personal health than you've ever had before. With it, you'll know what you can — and SHOULD — do when health problems arise, or emergencies strike.

For example...

* How to remove ingrown nails painlessly — without cutting! See PAGE 372.

• **Easy exercises that reverse the formation of heart disease, in patients awaiting heart transplants improved so much they *no longer needed surgery*. Dr. Whitaker reports. PAGE 16.**

- * Heal dry skin — even eczema — with ordinary oatmeal. Directions, PAGE 191.
- * Pull toxins and infection out of your body with activated charcoal. Complete instructions, PAGE 139.
- * Why coffee can't sober a drunk — (and why this fruit juice can!). PAGE 316.
- * Stop diaper rash with only vinegar and water! PAGE 210.
- * Hush a baby's teething pain — without medicines or teething rings! PAGE 589.
- * Calm nausea with nothing more than ginger root! PAGE 444.
- * Restore dry, burnt-out hair with plain mayonnaise. Nothing works better! PAGE 222.
- * Pressure points on your body that block pain. Just rub them! See how and where, on PAGE 438.
- * Foods that change your moods! PAGE 186.

And that's just the beginning!

EAST-TO-USE, ALPHABETIZED HEALTH
HELP THE MOMENT YOU NEED IT!

This giant 650-page volume contains over 2,350 amazing home remedies and health-care tips that will show you how to solve scores of common health problems yourself — without relying on doctors, pharmacists or other medical professionals.

This is your invitation to see them all ABSOLUTELY FREE in your own home for up to 21 eye-opening days!

Simply mail the enclosed card to sample them all!

Just look at what's in store for you ...

Arthritis sufferers: How to stop your pain without getting a prescription filled or visiting your doctor. Amazing!

• says Meir Schneider: "I was born completely blind, but by using the self-healing remedy (described on PAGE 249) every day, I now have 20/60 vision. And it's still improving!" Incredible, but true!

- * Athlete's foot? Soak your foot in a mixture made from these common kitchen ingredients for soothing relief. Recipe on PAGE 35.
- * Lower back pain? A piece of plywood between your mattress and box spring can bring blessed relief. See why, on PAGE 44.
- * Bad breath? Brush your tongue. PAGE 4.8.
- * Insect bite? Moisten your skin and rub on an aspirin tablet. See why on PAGE 55.
- * Bursitis? Doctors recommend this simple swinging exercise to relieve the ache. (instructions on PAGE 109.)
- * Housework disease; If your hands or arms mysteriously cramp, see PAGE 114- right away!
- * High cholesterol? Lower yours 20 percent by eating just two carrots a day! Astounding! PAGE 110.
- * Calluses? Make a paste made from aspirin tablets, lemon juice and water. Apply liberally. Brush away calluses the very next day. Magical! Complete directions, on PAGE 167.
- * Emergency! The fastest way to halt bleeding. PAGE 172.
- * Medical alert! When diarrhea demands a doctor. See PAGE 213.
- * Eyestrain? Soak a towel in eyebright tea. Lie down and place it over your closed eyes. "Your eye-strain will go away." More on PAGE 249.
- * Flatulence? Avoid these secret gas-promoting foods. On PAGE 269.
- * Heartburn? It could be an ulcer. Here's how to tell: PAGE 331.
- * Hemorrhoids? A dab of witch hazel is "one of the very best remedies available" — especially if there's bleeding. How to use it correctly, on PAGE 342.
- * Infertility? How to use an egg white to increase your chances of conceiving a child. PAGE 364.
- * Insomnia? If you can't fall asleep in 15 minutes or so, here's what to do immediately. PAGE 376.

(over, please)

- **The secret spot where mouth plaque is worst, hardly anyone knows to brush there. Don't miss PAGE 585.**

- * Stop swimmer's ear before it begins — if you recognize this early symptom. PAGE 576.
- * If you must douche when you have a yeast infection, Dr. Crandall says, try this liquid. See why, on PAGE 641.

I told you THE DOCTORS BOOK OF HOME REMEDIES is astounding! In fact, it's so complete, there's even a section of home remedies for your pets.

PLUS THOUSANDS MORE! MAIL THE
ENCLOSED CARD TO SAMPLE THEM ALL!

I could go on and on - because there are just so many reasons why no home should be without this invaluable volume!

That's why I'm inviting you to send for a copy of THE DOCTORS BOOK OF HOME REMEDIES and read it at your leisure yourself — ABSOLUTELY FREE for up to 21 days!

If you agree that this giant volume of medical self-help can save you time, money,-worry and suffering — just keep it. (See your order card for details.) If you're NOT completely impressed, send the book back at our expense and owe nothing.

And don't miss the special invitation to examine THE DOCTORS BOOK OF HOME REMEDIES.

There's no risk. No commitment. No purchase necessary. No strings attached.

The enclosed Return Postage Label guarantees it.

So mail the enclosed card right away — and get ready to discover the most astounding secret cures, treatments and stunning home remedies you've ever seen!

To your good health,



Mark Bricklin
Editor

P.S. FREE BONUS GIFT JUST FOR LOOKING!

To express our thanks for your interest we'll also send you a copy of our fantastic new Meals That Heal Cookbook. It contains 40 pages of recipes and information on "miracles meals" so powerful, they can offset a lifetime of bad habits. Don't miss it.

Mark Bricklin
Editor



Friend,

Your doctor has a secret.

He knows there are healing substances in hundreds of everyday items that have the power to heal as well as -- if not better than -- any medical treatment, drugs or medicine they might prescribe. problems -- even medical emergencies.

He might never tell you. But 500 famous U.S. physicians and health care experts told us about their secret home remedies that heal as well as -- if not better than -- any medical treatment, drugs or medicine they might prescribe.

And now we're passing them on to you -- in THE "DOCTORS BOOK OF HOME REMEDIES" -- an astonishing "encyclopedia" of over 2,350 proven home remedies that really work!

It's yours **ABSOLUTELY FREE** for 21 days. But, by all means, send for your free inspection. Try as many remedies as you like. Pay only if you're convinced they can work for you. Return the book at our expense if you have any doubts. (We'll even pay the return postage to prove there are no strings attached!)

Mail this card now.
Mark Bricklin
Mark Bricklin

P.S. You'll also receive a free bonus copy of our miraculous PREVENTION's Meals That Heal Cookbook, just for looking.

TAKE THIS CURIOUS DISCOVERY

DOCTORS

ASTOUNDING

SECRET CURES

OF HOME REMEDIES



Free for 21 Days!

DETACH AND MAIL THIS CARD TODAY

Thousands of Tips and Techniques Anyone Can Use to Heal Everyday Health Problems

Free Preview Certificate

YES! I'd like to preview THE DOCTORS BOOK OF HOME REMEDIES for 21 days--FREE of charge or purchase obligation. If I decide to keep the book I'll pay three easy monthly install-

Absolutely No Purchase Necessary.

***** CAR-RT SORT ** CR3B
8554y
DAN S KENNEDY 05667
5A18 7TH ST N 103
PHOENIX AZ 85014

SEND NO MONEY.

Rodale
Food And Nutrition
Research Center
Emmaus, PA 18046

Dear Friend,

Nutrition is strong medicine!

Scientists are discovering powerful substances in certain foods that have the amazing power to relieve -- even reverse -- many of today's worst killer diseases ...

Such as cancer. Heart disease.
Stroke. Osteoporosis. Diabetes.
Plus many others.

Studies show that some of these food substances are so powerful, they can even neutralize a lifetime of bad habits!

Now, the nutritional researchers here at the Rodale Center have combined today's top "superfoods" into a collection of intensive healing recipes that **MULTIPLY** their amazing health benefits!

You'll find them all in the astonishing Meals That Heal Cookbook ...

- The new anti-cholesterol diet. PAGE 18.
- Recipes that lower your blood pressure. PAGE 44.
- The new, heart-healing diet. PAGE 20.
- **PLUS:** The "master-healing diets" -- the alternate way to eat for super-health, longevity and immune power! PAGE 33.

You've never seen a cookbook like this before.

It's new! It's powerful! And, it's yours absolutely free -- simply for taking a no-risk examination of **THE DOCTOR'S BOOK OF HOME REMEDIES**.

Just mail back the enclosed reply card right away! The postage is paid. There's no purchase necessary. No commitment to make.

But hurry -- this amazing cookbook of intensive healing meals is new and **GOING FAST**. Make certain you receive a free copy, before our supply is gone!

To your good health,

Tom Ney
Tom Ney,
Director

P.S. Don't miss the fantastic recipe for Tuna With Orange and Ginger (on PAGE 54). It combines **THREE** powerful nutritional substances that can lower your triglycerides and protect you from heart attack!



MEALS THAT HEAL A Life Of Bad Habits!
Over 40 Pages Of Intensive Healing "MIRACLE MEALS!"

- 152 -

MAIL FOR YOUR COPY TODAY!

Now Health-Loving Home Should Be Without This Precious Volume Of

Self-Healing!

Mail the enclosed card soon to see why this is "the ultimate self-help book!" You'll find over 2,350 home remedies and self-healing tips like these . . .



- On PAGE 5: an easy test to tell if your cosmetics are too oily. Try it!

- Secret foods that trigger an acne attack, on PAGE 4.

- ✓ Alert! What it means if there's a whistling sound when you breathe. What you MUST do—on PAGE 30.

- Why you should NEVER sleep on your back—or stomach. Dr. Abraham explains. PAGE 41.

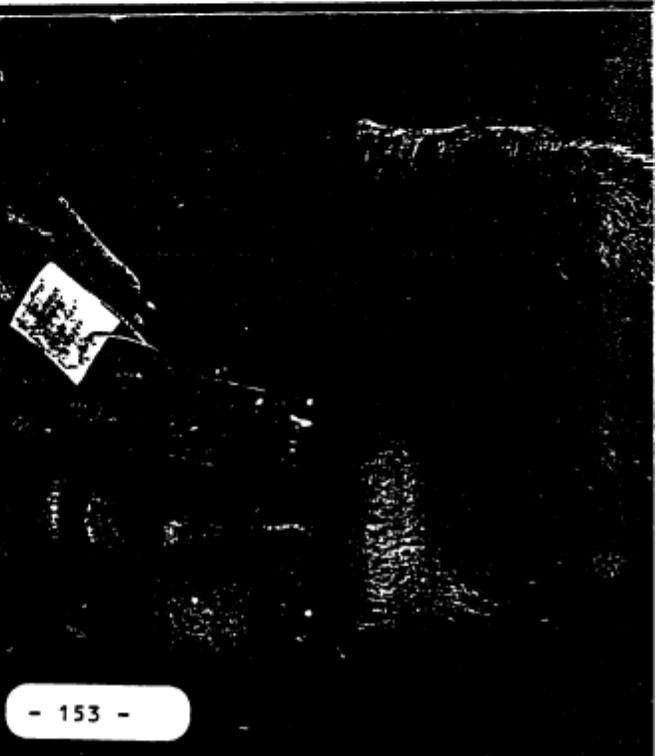
- Why people with arthritis should NEVER use vegetable oil. PAGE 28.

Second Chance Coupon

WANTED like to receive THE DOCTORS BOOK OF HOME REMEDIES for 21 days—FREE. If I decide to keep the book, I'll pay for it in three easy monthly installments of \$8.98 (\$16.95 CDN Funds) each plus postage and handling. If not, I'll return it and one mailing.

LET I TO GO! I'll receive PREVENTION! Make Your Head Counted double free. It's mine to keep, even if I decide to return THE DOCTORS BOOK OF HOME REMEDIES. 71511

Name _____
 Address _____ Apt. # _____
 City _____ State _____ Zip _____
 Clip and mail to: Health Books, Emmaus, PA 18049



R DOCTOR'S BOOK OF HOME REMEDIES
 Shrink swollen,
 puffy bags under
 your eyes.
 See PAGE 249.



R

DOCTOR'S BOOK OF HOME REMEDIES

Stop toothache
pain instantly!
See PAGE 598.

AMAZING!

The Most
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Anyone Can Use to Meet
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by the editors of
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B Your neighbor returns from vacation with poison ivy. No medication has relieved her itching, oozing blisters. She's miserable. HO! You pull a box of oatmeal from your kitchen cupboard and quickly concoct the remedy discussed on PAGE 497. The next day her sores have completely dried up. You're a hero!

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Over 1,000 Top Tips SAFE, EASY HOME Or Better Than -

For Instance...

- The "cranberry juice cure" for a bladder infection. Does it really work? **PAGE 64.**
- This astounding mineral (on **PAGE 73**) helps reduce high blood pressure—without medication!
- **Fever? This doctor's herbal tea really works. On **PAGE 259.****
- This simple exercise works best to bring blood pressure **DOWN. **PAGE 77.****
- How doctors treat a honeybee sting. You can too. (NEVER pick the stinger out.) Read why on **PAGE 358.**
- How to achieve inner peace at will. A famous doctor's technique. **PAGE 567.**
- How to use a sunlamp to treat psoriasis. **PAGE 513.**
- The "PMS pill." Check out **PAGE 507.**
- Actors reveal their secret anti-fluorine remedies. **PAGE 520.**
- The most powerful plaque-fighting mouthwash you can buy. (Plus an even better one you can make.) Both on **PAGE 582.**
- When bad breath is a secret sign of major gum disease. Important info! **PAGE 48.**
- Use this common vitamin to shorten the length of a cold by up to 30 percent! See **PAGE 143.**
- Why bed rest is the wrong way to treat a bad back. What's better? See **PAGE 4.**
- Just one daily teaspoon of this fish oil (named on **PAGE 24**) helps alleviate rheumatoid arthritis pain. Unbelievable!
- How to use a cup of strong coffee to short-circuit an asthma attack. Amazing! **PAGE 32.**
- Smoothie it out! Hands... it's better oil! (Yes, lemon oil!) **PAGE 177.**
- How women "cancer-proof" their lips. **PAGE 132.**
- How to clear up bloodshot eyes without drops. **PAGE 243.**
- How to trigger your brain's endorphins. These natural "feel-good" chemicals make you feel better all over. Astonishing! **PAGE 542.**
- How to conquer stage fright. You'll never be afraid again. **PAGE 492.**
- How to heal a hangnail without a doctor's help. **PAGE 314.**
- How to remember people's names—even if your memory is failing. **PAGE 291.**
- **Oily hair?** Add a teaspoon of vinegar to a pint of water and rinse. You'll be delighted by the difference! **PAGE 460.**
- Flatulence? Avoid these secret gas-producing foods. On **PAGE 209.**
- Why nothing beats plain petroleum jelly to moisturize dry skin. **PAGE 225.**



HOW TO BEAT THE IRS

SECRETS OF A FORMER IRS AGENT

This is the "insider" report that's so hot that we can't reveal the author's name! Ms. X was an IRS revenue agent.

She sat on the other side of the desk and dealt with taxpayers.

She learned all the tricks the IRS used:

- how the IRS decides who to audit,
- what makes the IRS suspicious,
- what tactics the IRS uses,
- which taxpayers to push—and when to compromise.

Ms. X learned how to scare taxpayers into damaging admissions—she learned *how the clever tax attorneys could stop her cold.*

X learned that the IRS could be beaten—if the taxpayer knew the ropes:

- what the limits were,
- when and why IRS auditors are afraid,
- when to play "take-me-to-your-leader,"
- when to go to court,
- when to settle,
- when to accept,
- when to appeal,
- when to fight a penalty.

Ms. X spills the beans and reveals the tactics she uses as a very successful tax attorney in private practice. She uses her inside knowledge to give you the real answers.



What's my audit risk?
Depends on where you live (see chart on page 2)... and... depends on your DIF score and your TPI (see page 4)... and... depends on the time of day (page 5)....

How do I minimize my risk?
Make sure deductions don't light up the computer (see chart on averages, page 6). Play the calendar like the shrewd experts do (pages 6-7). Follow the 9 cardinal rules to minimize audit risk (pages 8-9). You can even get free audit insurance (page 41).

What if I get a letter saying I owe money—but it doesn't explain why?
Relax, you're not alone—here's what to do (page 10).

What if I get a letter—and the IRS goofed?
Don't pay anything (even a few dollars) just to get them off your back. (Read "IRS mistakes" on pages 10-11.)

What if I get notice of an audit?
There is a lot you can do (page 16). Learn about 4 types of audit—2 of them are no problem—but 2 can mean BIG TROUBLE if you're not careful (pages 13-16).

HOW DO I SURVIVE AN AUDIT? That's the real inside stuff that only Ms. X reveals. There are timing tricks (page 17), musical chairs (page 16), dating tricks (page 16), the buy scout motto (page 17), how forgetfulness helps (page 18), how to be friendly without getting raped, how to scare the bogeyman (pages 18-19).

What if I try unconventional tactics?
There are 3 that will land you in jail (page 19).

What if an agent asks personal questions?
Better read page 22 *before* you say anything. Ms. X puts the right words into your mouth—memorize them!

What if I can't produce records?
You can tell the agent the truth—and pay, or—Ms. X suggests *more creative approaches* (pages 20, 23, 24, 25).

If the agent asks you if you reported ALL your income...
... a simple "yes" or "no" could hang you high (page 21).

X tells you when and how to talk to an agent—the best techniques to use. She gives you actual "practice" conversations that will help the agent work for you!

What if they're auditing my tax shelter?
Page 26 explains the possibilities and the traps.

What if I want to go to appeal?
It might cost more than you think—but insiders know about the *little-known leverage* that makes the IRS think twice (pages 27, 28, 38).

Ms. X shows you how to file a for-

mal protest; she even gives you sample language. She takes you into the head of the examiner, the field agent, the appeals officer, the IRS lawyer. She tells you what to expect—what to say—what to do. She tells you when to use the appeals process and when to go directly to court.

What if I want to go to court?
Good idea! It may be the best thing to do—but not for your reasons (page 32). You can even be your own lawyer—here's how (page 34). But, do you know which of the 3 types of courts you should choose? *There's an insider trick that may mean the difference between winning or losing.* (See page 35.)

You filed late, owe money, and the IRS slaps you with interest and penalties?

Ms. X gives you 14 excuses that work—4 excuses that don't (pages 46-48); 3 ways to avoid penalties for understatement of taxes (pages 48, 49).

What if I made an error and want to file an amended return?

Better check out pages 62-64 first. Some amendments might bring on an audit, others can bring refunds. There is an insider trick to avoid audits triggered by amendments—but timing is critical (page 62).

Ms. X gives you the information, the words, the forms, and the tactics you need to win. Her special report can be read and understood quickly by any taxpayer who anticipates hearing, or who has heard from the IRS—or never wants to! Order your copy now.

How to beat the IRS: Insider Tactics comes with a one-year guarantee of complete satisfaction. And right now, you can order it for \$29.95 (40% off the regular price of \$50). And remember, it's tax deductible. Just fill in the coupon below.

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SOME OF THE WAYS TO MAKE MONEY IN REAL ESTATE ARE ALMOST TOO GOOD TO BE LEGAL

- How to pay low capital gains rates on ordinary real estate income. Page 44.
- Take a tax write-off that is bigger than the capital you invested. Page 41.
- Tax-free way to take appreciated value out of your property in cash. Page 42.
- How to take tax deductions on paper losses you never incurred. Page 40.
- Perfectly legal way to use VA homeowner mortgage for financing investment properties. Page 26.
- Safest tax shelter for small real estate investor. Page 248.
- Best real estate investments for beginners. Page 18.
- A stroke of the pen that shelters real estate appreciation for two generations. Page 61.
- How to read a mortgage contract. Six booby traps to watch for. Page 176.
- What never to tell a real estate broker. Page 63.



- Trade one property for another of equal value. No money changes hands but you come out of the deal richer. Page 55.
- Formula for projecting return on investment from any kind of real estate. Page 126.
- Formula for calculating what any piece of property is worth. Page 127.
- How to read a real estate sales contract. (Experienced investors keep an eye open for the Mother Hubbard clause.) Page 206.

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Times when taking all the depreciation you're entitled to can make your taxes higher, rather than lower.

Where the really big tax breaks are, and how to make use of them in ways that can't be challenged.

- Formula for deciding what proportion of your capital to put into real estate. Page 18.
- How to generate tax-free income (pages 32 and 37).
- How to get tax-free capital growth. Page 26.
- Properties with best growth potential today. Page 75.
- How to shelter your real estate earnings and your regular income, too. Page 244.
- Properties the beginning investor should steer clear of. Page 39.
- Properties every investor should avoid. Least favorable tax treatment. Page 53.
- Tax rules you need to re-learn if the only property you've owned so far is the house you live in. Difference between tax treatment of private residence, business property, investment property and dealer property. How the same gain or loss can be either

capital or ordinary depending on the kind of real estate that produced it. Page 51.

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How being a homeowner puts you ahead of the game.

- How purchase price of real estate should relate to gross income. Page 234.
- Acceptable ratio of gross income to operating expenses. Page 232.
- Beginner's guide to leverage. How to use it safely and profitably. Easy arithmetic to do so you're never overextended. Page 22.
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- One advantage the buyer of real estate always has over the seller. How not to let it slip through your fingers. Page 202.
- How to select a real estate broker and evaluate the service you get. Signal to switch to another broker. Page 66.
- Six times when you should discount what even the most reputable broker says. Page 63.

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the upper hand if a dispute ends up in court (page 216). Sixteen clauses that can make you or break you in a commercial lease; nine in a residential lease (page 218).

- When to charge fixed rental, escalator rental, step-up rental, percentage-of-gross rental, net rental, net-net rental. Pros and cons of each for landlord, tenant (page 214).
- Quick course on shopping center leases. Percentage of over-ride landlord can collect from tenants in each of 21 retail classifications (page 144).
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- Properties to invest in if you're under 30, over 50. (And why they are different. Page 24.)

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SOME SAMPLES OF ADVERTISEMENTS I'VE DEVELOPED & USED OVER THE YEARS

1. This 1/3rd-Page Vertical Ad offering my single cassette tape titled 'Expensive Experience' was used in 1984, 1985, 1986 and 1987. We tested both the "\$1.00" and a "free" offer and in the media being used experienced very little difference in the quantity of response. (The offered tape then sells our 'Cadillac' home study course. This 2-step campaign has sold thousands of \$300 Courses profitably plus adding thousands of good names to our mailing list. I'm sure we'll use this campaign again.)
2. This ad was one of several different versions, developed for a client, way back in the late 1970's. It was one of the first full-page information product ads that I developed. You'll note that it sells a Course authored by an extremely controversial figure, probably much better known then than now; Glenn Turner. The ad shown her directly offered a \$300.00 Course as a 1-step sale and it ran profitably in dozens of national magazines, ranging from the opportunity publications to the airline magazines. A very similar version of this ad was used to sell a \$19.95 book/cassette package, then the \$300.00 Courses was sold to those buyers, and this campaign was also very successful. This client averaged a 2-to-1 direct return on media dollars. I suspect that this ad would still work well today, but as a 2-step process.
3. This ad ran in 1987 and 1988 in many national magazines, including virtually all the opportunity publications, offering a \$10.00 book. In a few instances, the ads paid out profitably, directly, but in most cases gross sales missed covering ad cost by about \$500.00 per ad. However, my primary intent was to use this as a no-cost or low-cost means of acquiring new customers and, for that purpose, this, campaign was successful.
4. This ad, for a different \$10.00 book, was tested against the ad explained above (#3), and the other ad (#3) proved slightly more effective i.e. profitable than this one in most publications.
5. This is a very interesting 'case'; this ad ran in the late 1970's and did extraordinarily well, but there were several aberrant but instructive reasons for its success: first, I ran it only in this one magazine, which I also wrote articles for "for free" and got dirt-cheap ad rates. Second, the advertised product was a "close-out item" I picked up at a very low price (under \$20.00). As I recall, I made nearly \$25,000.00 net from just this ad, run 2 or 3 months in just this magazine.
6. This is actually a true business opportunity ad, not an information product ad, but I think it is still instructive. The portion of the ad that begins with the headline YOU MAKE OVER... — that whole "inner ad" within the ad is a full-page ad that this client has been running profitably, month after month in the same magazines for over 3 years. Late in 1990, it started to "sag" in response just slightly. I wanted to give it new life but I did not want to take a radical new approach; I wanted to preserve everything that was already working. So I shrunk the old ad but kept it as is, put the border of testimonials around it, and the new headline at the top calling attention to the testimonials.

How U.S. Firms Sell In Japan

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Small Business: What's Next



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- why you must have at least one business of your own to become wealthy
- how to program your subconscious mind's computer for success
- how to start or buy a business that fits your personality and goals — regardless of your present money situation
- what are single characteristics common to almost all self-made millionaires
- how you can keep more of what you earn
- the shocking truth about "lucky draws"
- why and how to create diversified, multiple sources of income
- why and how to value and manage your time for maximum productivity
- the one thing you can do immediately to increase your earning power

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THE NATION'S BUSINESS

Small Business Report

Constance Horner, director of the Office of Personnel Management, is pushing a plan for converting some federal activities into private enterprises.



PHOTO: T. MICHAEL, AP/WIDE WORLD

ernment billions of dollars a year. Government experience with hiring private contractors shows that many services can be provided 30 percent cheaper by the private sector.

Horner presented her idea before a business conference at the U.S. Chamber of Commerce, it still is unclear whether her privatization proposal will take root or wither from neglect.

Horner pins her hopes for the proposal on reaction from the business community. "It cannot go unless the business community makes it go," she says.

To date, business groups have offered only polite interest. "It hasn't been positive reaction or negative reaction," says Frank Sellers, head of the Business Alliance on Government Competition, before which Horner floated her trial balloon. "I think the real reaction is found in continued interest. It's not being ignored; that would have been the death of it."

Leaders of federal employee unions have expressed skepticism. But no group has taken a formal position.

Says Robert Tobias, president of the National Treasury Employees Union: "I object to the assumption that the private sector can automatically do these jobs cheaper than government employees." A spokesman for the National Federation of Federal Employees echoes that thought, adding: "The General Accounting Office has said on numerous occasions that the savings you're supposed to get [from hiring private contractors] don't always materialize."

A spokesman for the American Fed-

eration of Government Employees tiptoes around the issue, saying the union wants to study the idea.

Reaction on Capitol Hill has been spotty. "The little reaction we've received has been favorable," says Thomas J. Simon, OPM's associate director for administration.

But an aide to Rep. Gary L. Ackerman (D-N.Y.), whose Post Office and Civil Service subcommittee would hold hearings on Horner's proposal, says it raises more questions than it answers. "The congressman is instinctively skeptical of attempts to privatize federal jobs," says the aide. As for the purported savings to be realized if the proposal is adopted, the aide notes that "every comparison I've read about wages says that federal wages lag behind private enterprise."

Horner says her proposal—the Federal Employee Direct Corporate Ownership Plan—was inspired by privatizations in Britain, where employees have purchased up to 96 percent of the shares in government-owned enterprises since 1979. British Petroleum, British Telecom and British Aerospace are among the companies that have gone private.

Though the U.S. government owns far fewer major business operations, the Grace Commission reported that the government could save \$7.39 billion over three years by shifting 500,000 jobs to the private sector.

Frequently mentioned potential targets for such privatization include military commissaries, the Government Printing Office, air traffic control operations, airports, the Tennessee Valley Authority, parts of the Coast Guard, and data processing, building maintenance, car pool, public information and accounting activities.

Horner's proposal would work this way: An agency or group of employees would identify an activity to be conducted by a new private company. Up to 49 percent of the stock in the company would be given to the former federal employees. The majority share would be sold to the highest private bidder, with the government receiving the revenue.

The newly formed company would receive the same amount the government had been spending for the service for a limited time, perhaps three years. Then the contract would be re-evaluated and awarded competitively.

"We don't think there are any obstacles that can't be overcome," says OPM's Simon.

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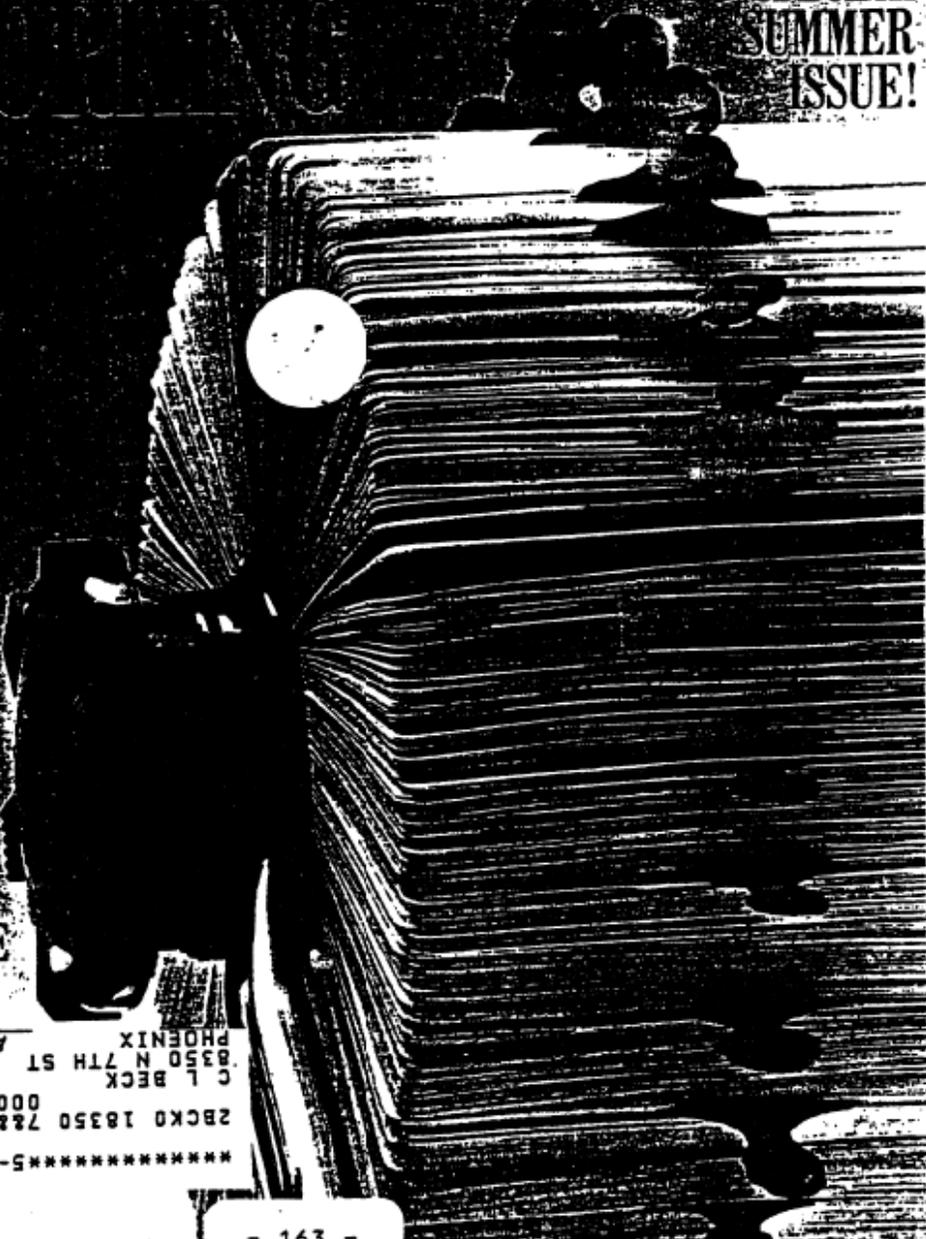
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- why most businesses fail
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- how to create greater self-confidence, self-esteem, persistence and communication skills easily and quickly
- why you must have at least one business of your own to become wealthy
- how to program your subconscious mind's computer for success
- how to start or buy a business that fits your personality and goals — regardless of your present money situation
- what one single characteristic is common to almost all self-made millionaires
- how you can keep more of what you earn
- the shocking truth about "lucky streaks"
- why and how to create diversified, multiple sources of income
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THE WORLD'S GREATEST MOTIVATOR Speaks Out And Tells All

"IT IS STILL POSSIBLE TO MAKE A MILLION IN AMERICA TODAY!"

"THERE IS A MILLIONAIRE EXPLOSION GOING ON IN AMERICA!" In the past 24 hours, 27 more Americans have become Millionaires. This year there will be at least 10,000 new Millionaires. These Millionaires are just average people who thought and believed they deserved their fair share of this nation's wealth. Millionaires are from all walks of life and all age groups.

If you compare your life to the life of any Millionaire, the first thing you will think is: "If he can do it, why can't I?" The answer is that you can.

If you are a salesman...
If you are a small businessman...
If you are an executive, climbing the corporate ladder...
...or just an ambitious man or woman...

YOU CAN TAILOR-MAKE YOUR OWN BUSINESS EMPIRE.

Start now by reading this amazing, factual story with an open mind:

In 1967, a 9th grade dropout with a harvest, borrowed \$5000 to start a new, unusual business. It was his 4th attempt at succeeding on his own. 26 months later his business was worth over 100-Million Dollars.

And that was only the start. This man continued to develop his own business empire. In 3 years, he had 60 companies. His business covered 30 states and 11 countries. His empire involved 500,000 people... and was worth more than 200 Million Dollars.

Is it really possible for you to aim at such big goals? "Yes", says Glenn W. Turner.

You can use the same one-of-a-kind success techniques he did to improve your own career, success and personal life as much as you desire.

You may have read or heard about the highly unconventional, uncommon, controversial businessman Glenn W. Turner. But you may not have heard the whole story. Mr. Turner's story is important to your future. So, I am going to send you two full-length books by Pulitzer Prize winning investigative reporter John Frasca... two books that tell the full story of Glenn W. Turner's rags-to-riches empire building.

BUT RIGHT NOW, AS I TALK TO YOU... THE IMPORTANT FACT IS THAT GLENN W. TURNER HAS KNOW-HOW AND METHODS WORTH MILLIONS. Of course, you may not want to build a multi-million dollar international business empire. But you can use these unique methods in whatever you are now doing, or to start the new career or business you've dreamed about.

- You'll learn from Mr. Turner how to —
- Cope with problems
 - Think bigger
 - Recognize the right opportunities
 - Manage yourself and others easily — get things done!
 - Own the grocery store instead of worrying about the price of a loaf of bread!

To spend just One Hour with Mr. Turner would be worth "10 to me", wrote an Ohio businessman familiar with the Turner methods.

We know you'll soon feel the same way. Our firm, **SUCCESS EDUCATION CORPORATION**, is a highly respected, professional marketer of the finest business and personal self-educational programs ever produced. But the fortune-building know-how of Glenn W. Turner is the most valuable and powerful material we have to offer!

LET ME TELL YOU WHAT HIS TEACHING HAS

BEEN WORTH TO ME, JIM TOLLESON. I was raised on an Alabama farm. I left the farm at a very young age and went into business, buying and selling used cars. When I first met Mr. Turner, I was earning \$50,000 a year. In fact, I had made over \$8000 the month before! You'll agree, I think, that I was doing pretty well.

But Mr. Turner blew my mind! When I saw what that sharecropper's son was accomplishing, I felt like a money-making bum by comparison. I said to myself: "Jim Tolleson, that Glenn Turner sure does know something you don't. And if he's willing to teach you, you have got to be willing to learn. All I have to do is learn what he knows, and I can do everything I want to do."

37 MONTHS LATER, USING THE METHODS REVEALED IN THE EMPIRE BUILDER'S PROGRAM, I HAD EARNED OVER ONE MILLION DOLLARS! I even made \$54,050 in a single month! Great things have been happening ever since! Today, I am President of **SUCCESS EDUCATION CORPORATION.** I enjoy a level of personal freedom and enjoyment in my work that most men only dream about. I've dedicated myself to showing those open-minded enough to listen... those not too old for a new idea... those not too "smart"... just how amazingly easy and simple it can be to really take charge of their lives. Will you listen? You can live as you want to... not as others say you have to live.

SUCCESS EDUCATION CORPORATION has purchased exclusive rights to market Mr. Turner's and Dare-To-Be-Great, Inc.'s most valuable materials. I've hand-picked from them and put together the **Empire Builder's Program.**

The **Empire Builder's Program** includes a full fifteen hours of intensive cassette-tape training — 7 hours of Glenn W. Turner. Live! There are also step-by-step written supplements. Together, these materials can help you "design and build" your own empire of personal and financial freedom... exactly as you see it in your mind... freedom from worry about bills, rising prices... from wasting your life on things you don't enjoy doing. The **Empire Builder's Program** is a quest for the person ready to reach out for the financial success and security that does exist in great abundance.

The only difference between the new Millionaires and you is their use of certain basic success principles best taught by Glenn W. Turner in the "Winner's Success Program." Just a week or so from now, you can know what they know.

The price for the complete **Empire Builder's Program** is only \$300. In one way, that's a big price. (In fact, this is the most expensive success program ever

offered privately by mail.) But in another way, the **Empire Builder's Program** is the greatest buy of your life. To have the man who averaged \$20,000-per-hour in his career as your private, personal consultant for only \$300, makes that a very, very small price, doesn't it? Of course it does.

America is the richest country in the world, but most people go through life never learning how simple it is to step up and enjoy the wealth that exists all around them. The **Empire Builder's Program** gives you, and the members of your family, that ability... for a one-time cost less than 3 college credit hours or a good TV. There is no other program like the **Empire Builder's Program.** I know that only 2% of the readers of my message are ready to accept its challenge and make an investment in themselves. 98% of the people say, "I wish I could... I'd like to... I may someday." One excuse after another! If you are one of the 2% who will say, "Man, I'll bet I can get thousands — maybe millions of dollars worth of great ideas from that Program!" — then, I have a unique Guarantee for you!

I PERSONALLY GUARANTEE YOUR HAPPINESS WITH THE EMPIRE BUILDER'S PROGRAM BY GIVING A FULL REFUND ON REQUEST. But more than that... I urge you to experience the **Empire Builder's Program** in your home or office for 30 days. If, at that time, you don't feel it will be worth at least 100 times its cost... or \$30,000... to you in the next 5 years, return it at once. **SUCCESS EDUCATION CORPORATION** is in the Results Business. Your prosperity is our business. If you're not going to profit... gladly... from the **Empire Builder's Program**, we simply do not want you to have it.

I know you've never heard of a Guarantee like that. But then, there has never been anything like the **Empire Builder's Program** before, either. **SUCCESS EDUCATION CORPORATION** will have no part of any get-rich-quick, something-for-nothing gimmicks. We endorse and market only proven methods that require honest effort on the student's part. When you apply yourself to the **Empire Builder's Program**, you'll profit more than you ever believed possible.

So order now. Mr. Turner has said, "Show me a person who can make an immediate decision, after getting the facts, and I'll show you a winner every time." You have heard the facts and the strongest guarantee of results ever offered. Now make the right decision.

Emerson said, "A wise man investigates what a fool takes for granted." This is your real chance to investigate your potential. Do you dare to compare your abilities and future with the man who became a money-making legend? Can you accept this challenge and Dare To Be Great? Sure You Can — Do It Now! Order the **Empire Builder's Program** at once.

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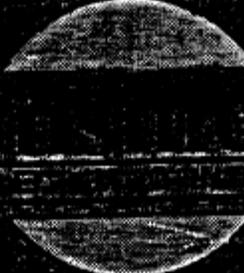
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We'll do just that to get you to read

CONFESSIONS OF A SALES SUPERSTAR

Why And How To Sell Your Way Through Life The Secrets Of Getting People To Say "Yes" Every Time!

Just between you and I:

Wouldn't you like to know that **YOU** had the skills, know-how and confidence to **GET YOUR OWN WAY** in any and every situation, all the time?

There are privileged people — top executives, key associates, authors, scientists, professional negotiators — who have gotten the right combination of information and training from psychologists, negotiation specialists and other experts that allows them to secure just about any and every 100% of the time. Last year, this information has been the private secret of those privileged "masters and students." It has not been available to the general public, at any price. Yet, why wouldn't you have it? Why wouldn't you be able to get your own way?

Today I do know that I have the skills, know-how and confidence to get my own way in just about any and every situation. I've done this consistently. I've been on an on-going basis of this activity and I've put it all together into what I call **SUPERSTAR SELLING SYSTEMS**. Secretly, you can use these Systems to non-assert your income, but I've discovered that you can use these Systems, too.

I've used my Systems, for example, to sell a device on a morning on the way to work. I've been able to sell a device. I haven't had no pain during a series of very expensive, typically painful procedures. I've done this consistently. I've been able to sell a device. I haven't had no pain during a series of very expensive, typically painful procedures. I've done this consistently. I've been able to sell a device. I haven't had no pain during a series of very expensive, typically painful procedures. I've done this consistently.

That's how I sell and sell today. But it wasn't always like this. I once suffered unemployment. I was then told by a mentor "never to get into sales of business." I now make more money in some weeks than she makes in a year. I got a "C" in Speech Class. (Today, I get paid at least \$1,200.00 to make a speech.) Today, I have the confidence of a Superstar who offers the great value that I've found. I can get money from a sale. I can sell anything in anything. I know all that "power" — but, again, just keep your eye on it. It's a great feeling! At last, I'm not going to continue keep my Systems to myself. I've put everything I know about successfully "getting your own way" into a book. I'm giving it to you for just ten bucks. And my Publishing Company guarantees that you will increase your income as a result of having my book as they'll refund your money. There's no other guarantee like this in the entire book business. How can such a guarantee be so good? Simple. My Systems work. The selling you're not even looking for.

THE BIG MISTAKE

Thousands of people reading this ad will make a big, big mistake here. They will stop reading — because they think they "don't sell" or "don't have to sell." Heck, I finished two different selling systems books. But I got the last thought: I've made millions as a result of my selling ability. Imagine me: a salesman, holding an audience spellbound... wanting to create as large as 10,000 people, selling groups on my ideas, products and services... receiving my own check and getting my way in the Milwaukee Liberty Bell, my magazine, getting incredible superprofits; getting rich; getting your own way!

I have organized my **SUPERSTAR SELLING SYSTEMS** in such a way that anybody can learn and use them for such purposes as:

- turning an ordinary business into a big winner
- raising \$100,000 or more for business purposes — even with bad credit
- receiving, trading, and receiving your money on a daily basis
- selling your services, as a consultant, for thousands of dollars a day
- selling off parts of business, business, personal problems
- getting employees to do a better job
- selling "big ticket items", large orders, etc. with ease
- negotiating contracts the way you want them
- raising huge amounts of money on an entrepreneur

I know that my Systems can be used for all these things because I have personally done all these things with my Systems!

I have taken real businesses and non-profitable businesses and changed them into exciting, big money winners. I've taught businesses and partnership interests using this, and sometimes more, of my own money. I've put together huge sums of money for business ventures from having an excellent private individuals, including savings. I thought my first company with "no money down", just a good idea and a business plan, with a marketing on credit report. This didn't stop me from getting a business done in million dollars' worth without investing any money. In selling, I've increased my income as much as 20-fold from one month to the next. I routinely get \$1,000.00 to \$5,000.00 a day for consulting. Simply, I've grown rich by applying these Superstar Selling Systems to everything I do. You can, too.

In fact, here are 15 of the MOST IMPORTANT SECRETS I REVEAL IN MY BOOK **HOW MANY OF THESE 15 SECRETS COULD HELP YOU?**

- How to be "invisible" in getting what you want... learn the new secret method for dealing with people now being taught to the top executives' top executives and salesmen
- Discover — secrets of Madison Avenue's Highest-Paid Advertising "Gurus" that you can use and use to get people to agree to just about anything
- How to make people like you, instantly (secretly used by top politicians, sales pros and executives)

A FEW OF THE MANY COMMENTS ON FILE ABOUT THE VALUE OF MEL KENNEDY'S INFORMATION, FROM SALES PROFESSIONALS: "I can attest to the effectiveness of the methods. My sales for the first quarter of 1986 doubled last year's of the same time period. I've also doubled my real estate holdings and have a better bank on file." John R. Reed, Estate Agent (South Australia). "I was able to increase my monthly commission from last year's \$12,000.00 to over \$18,000.00 in the first three months of this year. Thank you, Mel Kennedy, for your information." Michael Griffin, Computer Services Consultant. "Immediately after printing a handle on your marketing! Recently just one of your great ideas yielded a whopping \$2500 in three 1/2 months." "Your materials are packed with pure unadorned truth, in what you're... Remember you

HOW TO SELL YOURSELF TO A RAISE, PROMOTION OR BETTER JOB

HOW TO SELL YOUR WAY INTO PROFITABLE BUSINESS PARTNERSHIPS AND DEALS — WITHOUT PUTTING UP ANY MONEY OF YOUR OWN

- How to get people to tell you the most exciting things (Author covers an area not even hypnosis is able to reveal for the most excited)
- Discover a new, better, different way to think about selling
- Why 90% of the people in any given type of business or profession have 80% of the money. What do the 10% do that the 80% don't?
- How to sell others' products, services, information or resources the better
- How to "grow" a "network" of people who will boost themselves out to help you
- How to make people to look up to you
- My responsibility to my customers and selling my product
- Learn the powerful strategy that completely stops all "price resistance" in any sale or negotiation
- When you're ready to be ruthless how to use GUILT...FEAR...COMPLACENCY...and other invisible "B-Factors" to your advantage
- How a top Agent-Negotiator for pre-arranged situations where others fail the one who got around for resolving all problems and solving it all negotiators — which most people don't know how to use

To get the good at getting your own way, you could make a deal with the devil. But it's easier and less costly just to get my book.

Please don't think that you already work down here. You try to work smart, too. Now is the time for you to start working a lot smarter! You see it to yourself to get and use my Systems. It's a shame for you not to make the really big money...it's a shame for you not to consistently get your own way — when those who understand these Systems do it so easily! It's selling as part of your job or business, my Systems will quickly and easily sell anything off. But selling doesn't have to be "you" for you to get big, big rewards from my Systems. I've taught my Systems to doctors, lawyers, small business owners, high school teachers, even investors. Men, women, young, old, college educated, high school educated. One of the most valuable things I ever learned is that everybody sells. It's just that most people do it badly and get their results. You can do it like a superstar and get your own way every day!

INCREASED INCOME — GUARANTEED!

In fact, here's my book **Guarantee** and a **Bonus**, too. If you do not feel ready to make your income in this book, we ask that you return it to us within 60 days for a full and complete refund. **INCREASE YOUR INCOME OR YOUR MONEY BACK**. Plus, we've arranged the **SPECIAL BONUS GIFT** for you with this book. Your book will come with a "package" of discounts, coupons and premiums worth over \$200.00. (Of course, you are under no obligation to redeem any of these discounts). However, if you do, you will save up to \$200.00! This book is complete in and of itself. A **\$199.00** (RETAIL) IN A **\$149.00** BONUS! Today, my fee to teach is a great value of \$1,200.00. Often, with the fee and sales of my books and materials, I make more money in one day than most people make in a year. For example, at one recent 2-hour seminar I gave, I made \$2,000.00. Even successful sales leaders call me for advice. One man who personally sold over one million dollars of his company's products last year often contacts with me for sales ideas. Why of this "book" about my Superstar Selling System?

America's #1 Authority On Entrepreneurship REVEALS HIS SUPERSTAR SELLING SECRETS HOW TO GET WHAT YOU WANT!

You may already know Don Kennedy. You may have seen him on TV; heard him speak; live or on cassette; or read about him. Hundreds of thousands of people throughout the U.S., Canada and overseas have done so and profited — a few of their comments appear at the bottom of this page. Kennedy overcame a severe learning problem to become an exceptional, highly paid professional speaker and has used his hard-learned selling techniques to sell millions of dollars of his products and services, all the way into part of full ownership of a number of successful companies; organize big for consulting contracts; and much more. He has learned the way to a Millionaire Lifestyle. Here's what **BUSINESS OPPORTUNITIES JOURNAL** said about Don Kennedy: "Don Kennedy did make it on a big way. He is President of two successful corporations and a partner in several others. He found our authors' philosophy with 'no money down', and has his own consulting firm, from which he's made as much as \$1,200.00 or just one month. Entrepreneurs can utilize his responsive expertise to shorten their learning curve and achieve greater success."

Never before has the general public been able to learn Don Kennedy's **SUPERSTAR SELLING SECRETS** for such a small price. And you couldn't possibly find a more qualified, more caring coach! Not one word in his book is theory; everything comes from true experience.

ORDER THIS REMARKABLE BOOK TODAY!

Plus, my Systems work. They're not man-made-soft, passive thinking stuff. My Systems are hard-core, 1-2-3, A-B-C ways to get the answers in the first round. Second, there's no negotiation. I tell it like it is. Third, my book reveals information. EVERYBODY that I've taught my Systems to has increased their incomes. There's a big payoff every year! Fourth, my Systems have a person in every area of the life. My advice on "getting better at saying YES" is unique. Here's the proof: there are thousands of books on selling. There are thousands of people turning around the money on selling services on selling. **BUT NOT ONE OF THESE GUARANTEES THAT YOU WILL INCREASE YOUR INCOME OR GET YOUR MONEY BACK.** I'm the only one.

Also, nobody has used anything like my Superstar Selling Systems so many different ways. I've said...

- my way into convincing my young, successful business without having a hard time over money... not even. But a number of times I'm the first person to appear on a nationally televised radio-TV program discussing how to do this.
- myself as an "expert consultant" and been paid as much as \$25,000.00 in just one month by one client... been given a Cadillac and a Lincoln by one client... been given stock in companies. If I'm a high school grad, his college degree in business.
- a major corporation nationally advertising one of my products at no cost to me.
- hundreds of thousands of dollars of different products and services, face-to-face, and in group presentations.

In my book, I even tell you on the biggest secret to "getting to YES." I tell you how to sell in an unusual location a pre-arranged meeting with the customer before the customer the secret. I tell you how to use a word for two top, high income salesmen. I tell you about specific people using the book to make millions. I tell you how to apply it in selling, marketing or promoting any product, service, idea, social business.

I promise you this secret alone is worth 1,000 times the price of my book. And you can even be a shy person and still use it!

IS THIS BOOK FOR YOU?

Quite frankly, my book is **NOT** for everybody. Some people are too class-minded, too new ideas can help them. Some people are really unwilling to work for what they want. (The book does not contain some silly get-rich-quick schemes.) Some people are too comfortable where they are. The book is not for you to increase the performance of your business. **HERE'S A QUICK QUIZ TO SEE IF THIS BOOK IS FOR YOU.** If you honestly answer "yes" to at least 3 out of these 5 questions, then you should get your hands on the powerful book without waiting even a day!

- (1) — Would you like the greater respect, income, even freedom from your co-workers, subordinates, bosses, greater status?
- (2) — Would a big amount of money be able to present your ideas as products or services or information, in writing, even in group presentations in such a way that you get excited acceptance and agreement every time?
- (3) — Do you feel there's room for improvement in the way you communicate with other people?
- (4) — If you were able to communicate with others, get more respect than others, get more attention from others, persuade others and motivate others — can you think of at least one way that doing so could increase your income?
- (5) — Would it be fun, exciting or inspiring your income in 3 to 6 months by creating enough for you to invest about 20-minutes a day to marketing and using a new idea or technique?

If you're a Salesperson or a Business Owner, or would like to be, and answer at least 3 questions YES, you should get the book for yourself. If you're a Sales Manager or Executive, you not only need the book for yourself but also use it to improve the performance of every salesperson in your organization! ANYBODY who answered 3 or more questions YES will profit from the book. **Guaranteed**... or your money back! Order today, using the simple form. You'll be thrilled with the results you'll get using the Systems revealed in the book!

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Never before in the history of the world has so much power-packed wisdom been organized into a single package-program as Successful Achievement's Footsteps Program. Twenty-four years of research and almost a million dollars went into the development and organization of this remarkable self-improvement program.

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"There is no surer way to success in life than to follow in the footsteps of those who have successfully journeyed before us." That is why we call this program our Footsteps Program. It is a priceless guide for each member of your family. To the youth of the world it gives practical guidance and direction. It opens the door to self-discovery and establishes self-identity. It points the way to enduring happiness and peace of mind. It teaches each of us to look forward and live upward and gives us the formulas for working our way up the ladder of success and winning the prizes of life by the most ordinary means.

Health, wealth and happiness are our birthright but to know the way we must learn the way. To this end our Footsteps Program is dedicated to you and your loved ones.

This recorded Program is packaged in a handsome, embossed-vinyl briefcase. The audio portion is recorded on 18 hour cassettes, contained in three library-albums. The written transcripts are also included, in three bound albums.

The 5-volume ENCYCLOPEDIA OF SUCCESSFUL ACHIEVEMENT (1,492 pages) provides a thorough study of Dr. Bremer's analysis of all the greatest, historically proven, success principles. This is also a truly great reference encyclopedia on all aspects of personal and business success. These 5 volumes are beautifully bound and embossed; contained in their own library slipcase.



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The Original Retail Price of THE FOOTSTEPS PROGRAM was \$399.50. By ordering now, from this special offer, you receive the complete Program at only \$299.50 - a one hundred dollar savings.

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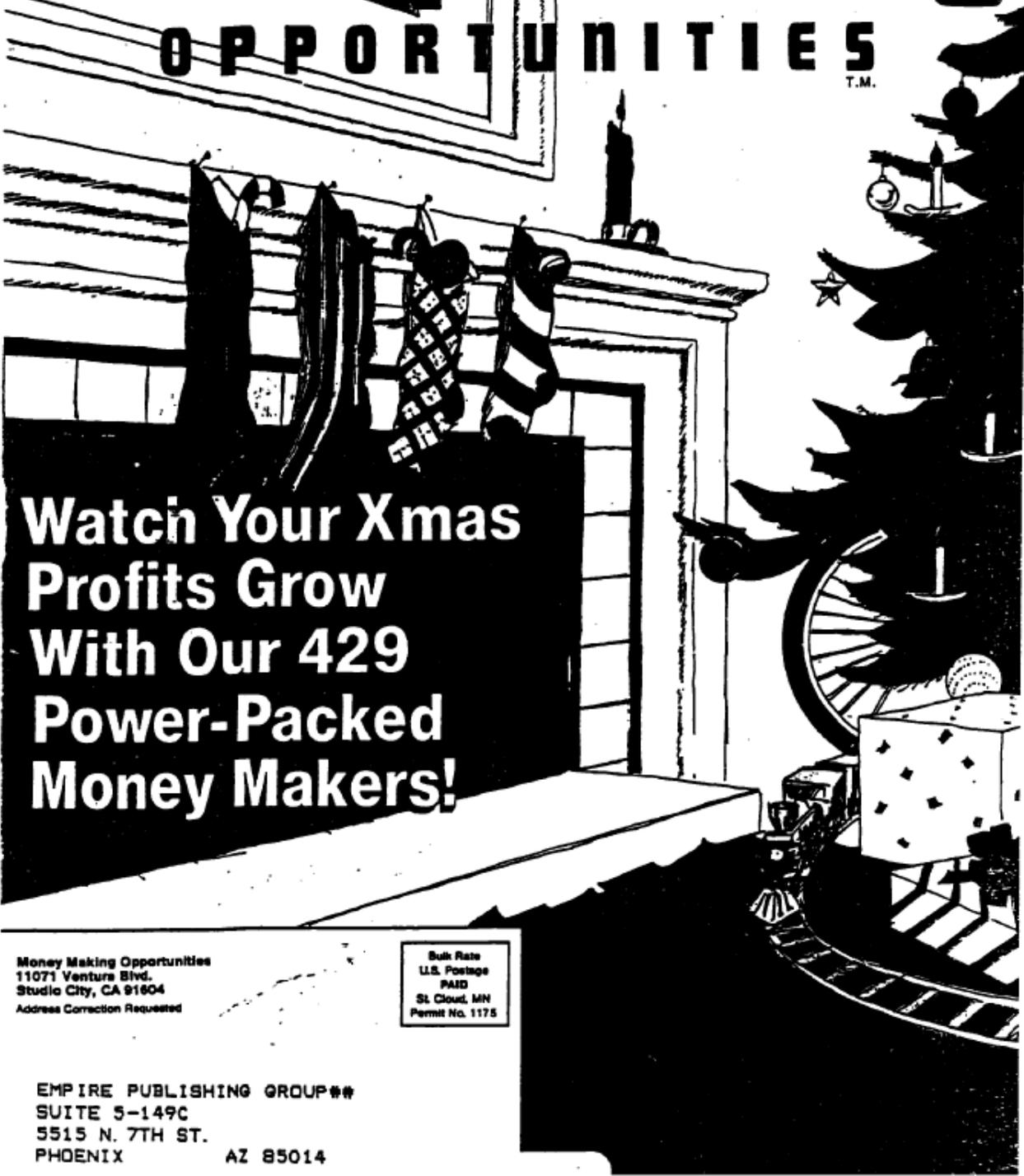
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You May Have Seen This Ad Many Times Before.

◀ But These People ANSWERED It! ▶



**Adalee Maxwell
FROM DESPAIR TO
RICHES IN JUST
MONTHS**

I was out of work and took some of my savings to buy a starter kit. I knew others were making a lot of money at it. I now have U.S. Gold's complete line, a super income, a new car, money in the bank, and a mini-jewelry store.



**Bob Mintz
CHAIN BY THE INCH
HAS TAKEN HIM FAR**

My location is a pushcart in a popular mall. My daily sales total has been as much \$1,100. I retired after 44 years as a maintenance supervisor for a utility company. I've taken my family all over the world on money I've made from selling U.S. Gold's products.



**Ken & Marilyn Jones
A WINDFALL EVERY
WEEKEND**

My wife and I spent \$499 for U.S. Gold's starter kit and earn between \$400 and \$1000 every weekend. It pays for rent and other expenses while we are going to college. We are full time students so this is the perfect answer to our money problems.



**Ed & Helene Thompson
THEY DISCOVERED
GOLD**

Our first weekend grossed \$900 and we used only \$70 worth of chain. It seems that everyone wears gold chain. Our customers appreciate the lifetime guarantee. We work year round in a mall. During the holiday season we were earning profits of over \$3000 a week.



**Charlie Sands
TOPS IN PROFITS**

I started selling the U.S. Gold Chain product nine several years ago. It is the most profitable portion of my store. The Green Woodpecker. On any given month enough sales are made in chain, charms, rings and bracelets that they alone actually pay my salary.



**William Burnett
DOLLARS BY THE
MINUTE**

I'd never sold anything before but sold \$900 of gold chains & charms my first weekend. The chain is an excellent value. Sell in restaurants, clinics, offices, flea markets, swap meets, malls and anywhere there is a CROWD. Have a good time and make a lot of money.



**Dan Israel
BUY FOR PENNIES —
SELL FOR DOLLARS**

I've made as much as \$3,200 in one week. It's like having a jewelry store in only 18" of space. I sell in malls and swap meets. The chain that costs me 10¢ per inch I sell for \$1.50 per inch. Where else can I make that kind of markup?



**Randy Gershaw
RECOVER YOUR
INVESTMENT IN JUST
ONE DAY**

In just 7 hours I pocketed \$655. More than enough to recover my original investment. It was all clear profit except for gas and a cold pizza because I got all the attention I had to give to the customers. Everyone bought the chain for themselves and as gifts.

make over \$3000
...with only a \$499 investment!
GOLD BY THE INCH

EASY TO START
Your Own Gold Chain Business
...with the hottest marketing concept of the 90's
Our professional display pictured above comes with the 12 most popular styles of gold layered chain.

We Supply Everything You Need...
Gold chains, display, signs, jewelers' tools, cases, instruction, and more. Set up and start selling right away. Simply measure and cut the exact size to create custom necklaces and bracelets—chains are easy to put together.

Your Jewelry Store in Only 18" of Space...
No previous jewelry-making experience is necessary. Our gold chain practically sells itself. Your inventory is easy to keep and inexpensive. Each spool offers an endless variety of lengths. No need to stock different size chains.

* The Highest Quality 14K, Hamilton Gold Layered Chain
* Buy at Our Low Factory Prices * Manufacturer's Lifetime Guarantee



Sell at Stores, Malls, Swap Meets, and Home Parties. 11460 N. Cave Creek Rd., Phoenix, AZ 85020 • (602) 971-1243

**COMPANION MONEY MAKERS
RINGS & CHARMS**

Best setting 14K
Hamilton gold layered
charms and rings to
choose from.
FREE!
Video display with initial
charms or ring
starter kit order.

**AS SEEN
ON
TV**

U.S. GOLD CHAIN MFG. CO. 11460 N. Cave Creek Rd., Phoenix, AZ 85020 Dept. MM-11

Send FREE Wholesale Jewelry Catalog Enclosed is \$10 for video tape, refundable within 30 days.

Name _____

Address _____

City _____ State _____ Zip _____

**RECENT SUCCESSFUL DIRECT RESPONSE ADS FOR MY CLIENTS
OR MY COMPANIES/PRODUCTS
(Inserted Late 1997)**

1. "How To Make \$4,000.00 A Day"

This ad has run for about three years, nearly every month, in about a dozen magazines, sold nearly 100,000 books, and built a multi-million dollar business.

2. "Two Crazy College Kids"

This is an ad for a very unusual, profitable business opportunity written by Doug and Julie Nielsen (not by me - although I've since assisted them as a consultant).

3. "Prospecting Sucks"

This is a book ad of my own, running in niche publications. In early testing, as of October 1997, it is hitting break-even or slight

and giving MONEY to worthy non-profit clubs and charitable groups...

How Two Crazy College Kids Made \$55,352.00 Their First Year In The World's Most Unusual Business!

Here's what they did and now what you can do too.

Omaha, Ne. - My name is Julie Nielsen. I'm 25 years old. Three years ago, with NO MONEY, NO REAL BUSINESS EXPERIENCE, and NO CONTACTS, my brother Doug and I started a unique, stress-free, high profit business from our small two bedroom apartment. Nobody even thought we would get our business off the ground. But, in only three years, we've gone from being two broke peanut butter and jelly eating college kids to successful entrepreneurs owning a fast growing money making business. We've achieved the "American Dream" of starting a business from nothing and building it into a thriving and growing enterprise.

Everyone thought we were CRAZY when we told them. "We've had it! We're done hunting for those so called 'GOOD JOBS', We're starting our own company!"

But, nobody thinks we're crazy now! You see, Doug and I now make more money part-time than most people my Dad's age earn (in management jobs) working all year long putting up with their boss. In only our second full year, we doubled the size of our business and 1995 is off to a blistering pace.

Oh, by the way, our business is NOT some 'multi-level' marketing opportunity, NOT a mail order opportunity where you can make \$2,000 per hour. NOT some business where we teach you how to teach others how to get rich. We have a real business. It actually took work to start it and make it successful. This is not some made up story. Doug and I are real people and are actually brother and sister. And like every brother and sister, we used to fight like cats and dogs. But, now that we're a little older, besides an occasional disagreement (when Doug is wrong), we get along very well.

HOW DID WE GO FROM BEING TWO BROKE COLLEGE GRADS TO BEING SUCCESSFUL ENTREPRENEURS?

Before we started our business, we were like every other college grad searching high and low for those so called "GOOD JOBS." After months of relentlessly hunting and banging our heads against brick walls, we both became frustrated with the job market. Out of sheer desperation, we decided to start our own business. But how? Two kids fresh out of college with no money (in fact we were in debt) no real business experience, and no contacts. Our odds seemed better for winning the lottery than for successfully starting a business. Determined not to fail...

We discovered an incredibly unique business that allows us to make a great deal of money by doing two things: Giving free advertising away to merchants and giving money to non-profit clubs and charitable groups.

Our business has grown faster than weeds in a garden. Can you think of a charitable group that doesn't need more money? Can you name a business that wouldn't want free advertising? The answer partly explains the amazing success we've had. There's simply a huge market for what we do. You see in our business, we help non-profit groups raise money for all their special community projects and activities. With the help of our home computer, we created the ultimate WIN-WIN

concept that helps companies increase their business while helping non-profit groups raise money. Who are non-profit groups? They are school clubs such as band and choir, youth sport clubs like soccer or softball, churches, and organizations such as the Optimists, Kiwanis, Jaycees, Rotarians and Lions Club. There are literally thousands and thousands of clubs who need money.

After only 4 months, we began to make money and were pretty sure that starting our own business was the right decision. But after making over \$55,000.00 our first year, we knew we were on the right track! Our business literally exploded after the fourth month.

Now our business runs almost completely on autopilot. It virtually runs itself.

The first year was a lot of hard work. We worked a ton of hours developing our business. We had to learn everything the hard way. Only after trying 37 different methods, did we finally discover the secret from which we developed our amazingly simple system. It took about a full year to refine the system and totally set up the program. Both merchants and non-profit clubs love our concepts. Once a club successfully works with us... they want to every year. In other words, once the business is set up it almost runs itself. Unlike most businesses, where you start from scratch at the beginning of each year, our business is set up on a renewal basis.

WORK ONLY HALF THE YEAR AND STILL HAVE A GREAT INCOME!

Our business is great because it can be set up as a seasonal business. It can either be a full-time or part-time business. Anyway you slice it, there's a lot of free time. I actually took the whole month of January off. In 1994, Doug and I were able to take almost seven weeks of vacation and could almost come and go as we pleased.

SO, HOW DO YOU FIT INTO ALL THIS?

Well, over the past 3 years (and much trial and error), we've nearly perfected this business. In fact, it works so well, it's almost scary. I am convinced that there is huge growth potential for our business in every community in America. People ask us all the time if we are going to expand our business. But, we've hardly even scratched the surface of potential in our own area. Sure, we'd like to make even more money (who wouldn't), but, frankly, we're not willing to work hard enough to expand this all over the country. Instead, we decided to condense our business into a step-by-step formula that anybody of average intelligence can use...and offer it in a book that anyone can afford.

JULIE & DOUG'S PERSONAL GUARANTEE!!

With our book, The Secret of Making \$55,000.00 a Year Part-Time Giving Away Free Advertising, you are protected by our simple, NO-QUESTIONS-ASKED guarantee: Use our book for TWO FULL MONTHS entirely at our risk. If, during this time, you are not totally convinced you're on to something real and that you too can make \$50,000.00 or more in the next year with this simple and rewarding business...I want you to send it back for a complete refund. No hassles. No questions.



"Young Entrepreneurs explain the secrets of their success"

Here are some of the things we will reveal about how we make \$55,352.00 a year giving away FREE advertising and giving money to non-profit and charitable groups.

- How we got started by helping just one non-profit club and made over \$2,500.00.
- How to create the perfect BIG PROFIT PRODUCTS for marketing with our system, without making a huge investment.
- Five of the most unusual, high margin, easy to develop products - all that give FREE advertising to merchants.
- Where to find the most money hungry non-profit groups... and how to get them beating down your door. (We make good money working with only 5 groups)
- THE ULTIMATE WIN-WIN BUSINESS - everybody loves us because we help merchants increase their business while helping non-profit groups make a ton of money - we show you how!
- The amazing Big Red Renewal System that allows you to put together unique products that will keep making you CASH year after year.
- How to start right now - without leaving the security of your job - with just a few hours a week.

YES, this is a great business to be in. But, you need to have unique high profit margin products and a system in place to be successful. After reading our book you cannot fail...we will explain it all. Remember there is absolutely no risk in trying our system. We are offering two full months to test our book.

TO FINISH THIS ALL UP:

Doug and I LOVE what we do! Unlike many people, we don't dread Monday mornings and in fact, we really enjoy going to work. We're making 'good money', but more importantly, we also have the FREEDOM & TIME to enjoy it...all this from discovering the SECRET which lead to our amazing system. No doubt about it, it really works! We believe YOU can learn and use our system too. GUARANTEED! We've described EVERYTHING we do in our book, and you can have a copy for just \$.75.

To order with your Visa, Mastercard, Discover/Novus, or American Express Card

CALL TOLL FREE AT:

1-800-598-9903 Ext. C15

Or mail your check or money order for \$19.95 plus \$3.50 shipping and handling to:

Julie and Doug Nielsen
9001 Arbor St #206, Dept. C15
Omaha, Nebraska 68124

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A COMPLETELY DIFFERENT APPROACH TO "MAIL-ORDER" TOOK ME FROM BROKE TO \$4,000.00 A DAY, WORKING FROM HOME, IN ONLY A FEW MONTHS - AND I'M CONVINCED ANYBODY CAN COPY WHAT I'M DOING, ONCE THEY UNDERSTAND IT.

Why would any sane person reveal this kind of secret, if it was true? Read my message and find out.

Naperville, IL - My name is Jeff Prid. I'm 36 years old. My wife Peggy and I have 3 boys, all sons. We live in a suburb of Chicago. I'm writing this article, sitting at my kitchen table in my home-shirts and a T-shirt, where I have made an average of \$4000.00 a day for the last 2 years. I have achieved the "hustle" of making a ton of money from a home-based, very pleasant business. I know my story will be hard to believe. And it'll be even tougher for you to believe that you can do it too. But I hope you'll give me a chance. I just may be the guy to change your life around in a big, big way.

IF YOU HAD TOLD ME 3 YEARS AGO I'D BE WRITING ANYTHING LIKE THIS AND PUBLISHING IT IN A MAGAZINE, I'D HAVE LAUGHED IN YOUR FACE - BUT HERE I AM.

This is NOT "multi-level," NOT a deal where I show you how to get rich by selling some book that tells other people how to get rich, NOT a deal where you buy catalogs or products from me to resell, you just money and I make money. Actually, this is NOT like anything else you've ever seen advertised. And my story is one and I can prove it. Peggy and I are real people. You say get to know us, even get our private phone number and talk with us. Our 1987 seems "made up story."

MAKE MORE MONEY EACH DAY THAN MOST PEOPLE SWEAT FOR ALL MONTH LONG. COULD MY INCREDIBLE STORY LEAD YOU TO AN AMAZING INCOME TOO?

I'm a self-contained opportunity junkie. For years, I bought books, tapes, kits, opportunities, distributorships and plans. Why? Because I had a job I hated. Oh, it was a "good job," and we had a nice house, one, but I had to be away from home all the time, was uncomfortable and tired, and I felt depressed, "stuck." I didn't want to work and I was 45 to have fun. I wanted to be home, go to Little League with my kids, go fishing - as I was something, always something for an "opportunity."

Most of what I saw today for was useless. Silly, handling, or too complicated and difficult. Or requiring a lot of money. I remember thinking that, if I ever actually succeeded at something that was "real," I'd tell the world. But I'm afraid of myself.

I thought my job was heavy and I lost it. At the same time, I was developing a very low "mail-order idea," trying to get a home-based business going, my employer was out of business. Without that paycheck, I was in big trouble. I had to leave home for days. I was when I made my "discovery," so you can see that anybody can do what I've done. We had to move in with Peggy's mom, live in their basement. We were one step away from bankruptcy. And I managed to job up \$200,000 in cash for our credit cards, falling with my savings in selling various things by mail.

I went from a "young, bright, successful guy with a great job" to an embarrassment to my family, a smuck to my friends. I sat in the basement, after Peggy and the kids went to sleep, and one hand feeling like finding a bridge and jumping, on the other hand, was determined that I was to find some way to make my "dream" of a successful, home-free business of my own come true.

Now here's the unbelievable "break down" in just 2 years. I began from the basement by buying a \$200,000 house with half down, an other debt, lots of debt in the bank, with a steady daily income of over \$4000.00 working here in the bank, over my 9-5x months, and a little bit by phone. Peggy and I ran the business. We have one woman who comes here and helps us. Several ladies in the neighborhood still encourage for us in their homes. I have made the "hustle" REAL.

AFTER YEARS OF BUYING WORTHLESS "JUNK" FROM OPPORTUNITY MARKETERS, AND AFTER GOING SIMILAR IN DEBT TRYING TO MAKE MY IDEAS WORK - I FINALLY FOUND SOMEBODY WHO TOLD ME THE WHOLE TRUTH ABOUT MAKING MONEY WITH MAIL-ORDER AND DISCREET MARKETING.

After this REAL expert "uncovered" what I was doing -

Well, let me back up for just a minute. It cost an incredible \$1,495.00 to go to this guy's Seminar. Plus airplane tickets. And here, I had a little room left on my last credit card, we borrowed some money from friends, and we went. At the time, we didn't join the others in the restaurant. We ate peanut butter and crackers for dinner.

At his Seminar, this remarkable guy sat down with us, told us we were 99% of the way there with our product and idea, he made a few suggestions, and sent us home. The next morning, September, 1991, we had taken in only \$100.00. Following his advice, our income exploded like a fireworks display. Here are the numbers, absolutely verifiable by my bank deposits in October, we took in \$13,400.00. In November: \$26,200.00. December: \$40,000. In 1992, I took in over ONE MILLION DOLLARS, and I kept about HALF AS PURE PROFIT, after all my expenses.

We ran the business from a little 400-square foot office on top of the garage. I have no fixed overhead and no employees in varying sizes. My job, some mornings I've made over \$10,000 while still sitting around in my underwear, reading the paper, maybe talking on the phone with a customer - if I'm in the mood. I'm home for my kids. I bought a house to go fishing on with my buddies. And it goes even better - we need I tell you about "Auto-Pilot." See, first:

I DON'T EXPECT YOU TO BELIEVE A WORD OF WHAT I'M SAYING. Show, Peggy and I still have to pick ourselves, to be sure we're not deceiving. The few friends I've told have called me a liar. Our neighbors devoutly believe we were a lottery scammer.

Well, I hope you know that I can't LIE in print like this. I could get in big trouble.

So I've got all the records, the bank statements, my accounts, my diary, to PROVE everything I've said here is true. And I'm prepared to send PROOF to you, too.

Now, what about what YOU can do, and how I might help YOU? And, why would I? Well, I'm going to explain that, and make it all COMPLETELY RISK-FREE TO YOU.

So, I continue, what might that be, the "background secret" about multi-level. I took off like a rocket. Now I've turned my business into a step-by-step SYSTEM that anybody of average intelligence can copy and run. So far, I've taught a only to about 20 people, in a little seminar I put together, where I charged them \$795.00 to attend. I used those people as "pilot pigs," to be sure others could follow my System and make money just like I have.

IF I CAN REALLY SHOW YOU HOW TO MAKE \$300, \$1000 OR MORE BEFORE NOON EVERYDAY, WITHOUT LEAVING YOUR HOUSE - HOW MUCH SHOULD I CHARGE YOU FOR MY HELP? MAYBE A BIG, FAT "FRANCHISE FEE." NO, NOT EVEN CLOSE.

One couple went home and made \$12,000.00 in 3 weeks. Another fellow took a simple product he'd been looking around with and made \$5,000.00 in just 10 days. Another is already making over \$200.00 a day! So I guess I could do more accounts and charge \$500, maybe more to teach this - but the last thing I want to do is WORK! I've decided to reveal it all in a simple little book anybody can afford.

WHY WOULD I SHARE ALL THIS WITH YOU? First, it takes nothing away from me to let you in on everything I've discovered. You see, each person applies my System differently, to different products and different systems. So I have nothing by sharing. Second, Peggy and I are very grateful for the lead up we got - and let's be real to us, "Don't thank me - give somebody else a hand up." As easy as it sounds, we're proud that the American Dream lives and can be yours, too. Remember, I know what it's like to be trapped in a depressing job. To be dead broke, scared, embarrassed. To not want to do much better and wonder: why then - see me? And to not want for opportunities, looking for help, but getting "stuck." So I've decided to come into cooperation like this with a very straightforward, FULLY GUARANTEED offer of help, of a proven System, and one that happens. When I realized that many people could use my System and quickly create home-based incomes of \$1,000.00 or more PER DAY, I got excited about teaching people how to do that.

I WILL GUARANTEE EVERYTHING YOU WILL BE THE JUDGE. I KNOW, IT'S HARD TO BELIEVE, BUT WHAT IF I'M RIGHT?

With my book, "How You Can Make \$4000.00 A Day Sitting At Your Kitchen Table In Your Underwear," you are PROTECTED BY MY SIMPLE GUARANTEE. And I would be an idiot to risk making any \$200,000-4-MONTH business to need product change from you. Wouldn't that be incredibly stupid? So, you have TWO FULL MONTHS to use my System. Anytime during those 2 months, if YOU WANT A REFUND, YOU GET A REFUND. NO hassles, NO questions, NO returning money.

By the way, Peggy HATES the title I've put on this book. She says that it's too enough that I do sit around the house in my underwear, why tell anybody about it? I understand her. I'm a little "unpopular." When I do talk with a customer on the phone, I say he's buying in a lounge chair, in my slippers, using a portable phone. I've even taken one call sitting on the commode. Well, I guess I just want you to understand that I'm just a plain, ordinary guy. A long suffering Coke fan. A devoted devotee "Da Buddha" fan. I don't golf. I love, I don't drink wine. I'm a real man. I have absolutely no special education, training, experience or qualifications likely to make me a success in direct marketing or mail-order. EVERYTHING I've done to go from dead-broke to making over 2-million dollars from home in 3 years, can be YOUR "success blueprint" too.

WHAT WILL YOU DISCOVER? SOME OF THE THINGS I'LL REVEAL ABOUT HOW I MAKE \$1,000.00 OR MORE BY NOON EVERYDAY, WITHOUT LEAVING MY HOUSE (OR EVEN WHILE SITTING ON MY TOILET).

- How I Got Started With A Little \$200.00 Ad - That Made \$13,400.00
- How To Follow My "Smuckler" Of Carded Re-Investment Of Profits (By the 3rd month, I took in over \$100,000 from just \$12,000 worth of advertising)
- THE "SECRET" PLACE TO ADVERTISE, where small ads produce giant response...over 500 places to advertise at dirt-cheap rates, virtually ignored by the entire mail-order industry... where you'll have little or no competition and take in huge profits
- Why It How To Sell High-Priced, Big Profit Items: how I sell an item for \$450.00... cost me less than \$40
- How to obtain THE PERFECT PRODUCTS for marketing with my System, without making any big investments
- The amazing "Triple Honey" advertising secret that lets me keep using a small budget to get big results - so I can TAKE A LOT OF CASH OUT OF MY BUSINESS EVERY MONTH. You can too. (This year, I'm an absolute to TAKE \$50,000.00 FOR MY FAMILY, to pay off my loans, for vacations, for investments, for charities.)
- How to "LIVE THE DREAM!" - a home-based business that is worry-free, hassle-free
- The huge differences between my System and the usual, old, recycled, "usual" plans you keep seeing advertised
- How to start RIGHT NOW - without leaving your job, with just a few hours a week
- Get The Plans, You're At Home While Everybody Else Fights Traffic Going To



Jeff sitting at home, at his kitchen table, making \$4,000 a day in his underwear.

Well...The Millionaire Action...Every Envelope You Open Has MONEY in it. AND IT GETS EVEN BETTER - TWO ADDED BENEFITS THAT MAKE THIS THE ONLY HOME-BASED BUSINESS WORTH HAVING.

I've found the way to get your business on AUTO-PILOT. It really runs itself. We take days off, vacations, go fishing, golf off like crazy. And the money keeps flowing in. One person, who helps out (OH - you may talk to her later) keeps everything on track. Next year, I'm taking the entire summer off! I'll teach YOU how to quickly create a giant income, then, take the next big step to "Auto-Pilot." EVERY GOOD THING YOU'VE HEARD, EVERY GREAT FANTASY YOU'VE EVER HAD ABOUT MAIL-ORDER IS TRUE, BUT...

Yes, mail-order IS the best business in the world. BUT, and it's a big but, the "trick" are to know what products to sell (and what products to avoid), where to advertise (and where not to), the lowest cost ads (800-numbers, 900-numbers, sales letters, ad radio, TV, classifieds, what LIES are being said - in other words, you have to be able to cut out the "right stuff." Well, there may be other ways to make a lot of money in mail-order, I can't say. But I can tell you that MY SYSTEM lets you start as a "little guy," for really money, no risk, in your spare time, from home...MY SYSTEM contains THREE ENORMOUSLY IMPORTANT SECRETS (I've talked about one of these in this article) that can just about insure anybody's success...MY SYSTEM WORKS.

LET'S WRAP THIS UP:

I have perfected a very unusual Mail-Order Money-making System, the ideal home business, that gives me over \$4000.00 A DAY; that I really believe YOU can learn and run, too. I've described EVERYTHING in my book, and you can have your copy for just \$149.50 - satisfaction absolutely guaranteed. This is, however, a limited time offer. I intend to raise the price of my book sometime soon. And to be totally, even "over-the-top" fair to everybody, I'm going to limit the number who will this year. So, you need to respond now. TO ORDER WITH YOUR VISA, MASTERCARD OR AMERICAN EXPRESS, CALL TOLL FREE TO 1-800-721-8000, EXT. 3011. She'll take your order and see that your book gets out to you immediately, along with my private phone number, proof of everything I've said you, and a lot more. I haven't had time to tell you about (or mail your check or money-order for \$149.50 plus \$3.50 shipping/handling to: JPK, Inc., 1811 W. Duane Rd., Ste. 600, Dept 3011, Naperville, IL 60563). You can use your bank on an eye right now and ignore everything I've said - but you'll be sorry. Maybe my System can free you from money worries and day-to-day drudgery forever. Find out!

PS: WARNING: HILLARY & BILL CLINTON, BOB DOLE. ALL POLITICIANS HAVE BIG PLANS FOR YOUR HARD-EARNED MONEY.

Forget all the hoopla: the "trick" are NOT going to bear the burden of all the new taxes needed to cover Social Security shortfalls, health care, etc., etc. - it's the middle-class, middle-income "wage slaves" they have their sights set on, YOU are the target. The only real way to fight back is to make as damned much money that what you have left AFTER their damage is still fantastic. That's where I am. Of course, I cannot and do NOT guarantee you any certain amount of profits or income. Individuals' results vary a lot. A whole lot of people get my information but never do anything with it, and I can't help that. But there ARE people just like you, following my instructions, and creating very big incomes. It's up to you. You can sit there and watch helplessly as Washington chews up your take home pay...or you can chase after silly pie-in-the-sky, expensive get rich schemes...or you can let me teach you a proven, step by step way to jump up to such a huge income you can sit back and laugh at the politicians. What is it going to be?

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"A blast of brutal honesty"

My name is Dan Kennedy, and I've been involved in MLM, off and on, for over 20 years.* My corporate consulting clients have ranged from Amway to start-ups. Currently, I consult with one of the largest, fastest growing and most respected companies in the industry. One of my individual distributor, private clients made over 1-1/2 Million Dollars last year. Over two million of my "recruiting" and "product" tapes prepared for a couple of companies are in circulation right now. I also command high fees for developing "new" recruiting strategies and tools for many industries, like insurance, financial services, real estate, and direct sales. But you may know me as a speaker or author; I speak to over 200,000 people a year and frequently appear on events with Zig Ziglar, Tom Hopkins, Jim Rohn, Brian Tracy, as well as former U.S. Presidents and dignitaries, celebrities and famous athletes. Six of my books are available in bookstores.**

Companies of all types and sizes hire me to teach their salespeople how to eliminate "cold prospecting" from their businesses. And I'm here to tell you that you CAN build your network marketing business without an ounce of cold prospecting drudgery. That's one of the reasons I've written this new book: PROSPECTING SUCKS. Not only does it summarize everything I know and teach about how to use smart positioning, my own 'Magnetic Marketing', direct response advertising, lead generation 'magnets', etc. to build your kind of business (with zero "manual labor" prospecting)...it also reveals insider, little-known truths about the MLM industry and gives you a big dose of reality, which may not be yummy-tasting when you swallow it, but may save you a lot of money, wasted effort and frustration, and may even make you a great deal of money.

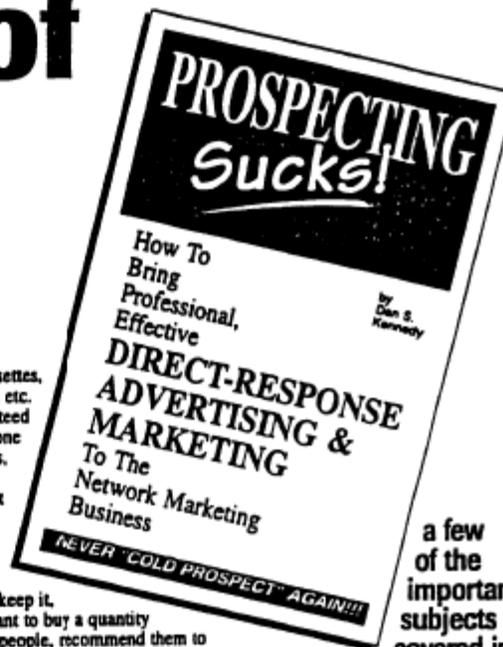
You can read my book at no risk; if, for any reason, you're unhappy with it and don't want to keep it, you can return it for a full refund. I sell well over a million dollars a year of my

books, audio cassettes, courses, systems, etc. on such a guaranteed basis, and I've done so for many years, so you can rest assured you'll get an immediate refund just for the asking. (I'm betting you'll not only want to keep it, but that you'll want to buy a quantity of them for your people, recommend them to others, and so on.) Admittedly, the book's a bit 'pricey', but I promise you the content is very different from anything you've ever read or heard or been told about MLM, and is worth far, far more than the book's cost. You may be a bit offended or annoyed by some of what you read. You may have "fantasies" de-bunked and find that uncomfortable. But I dare you to read this book and not find it and me a welcome breath of fresh air in an environment largely full of hot-air hype, misinformation, and rah-rah motivation.

To order with VISA, MasterCard or American Express, you can call 1-800-223-7180, 10-4 EST, M-F, or write your name, address, phone, credit card number and expire date, and signature on a piece of paper or the coupon below and FAX it anytime to 602/269-3113, or mail to Dan Kennedy, 5818 N. 7th Street, #103, Phoenix, AZ 85014. (Checks/M.O.'s payable to: Kennedy Inner Circle, Inc.) The book's price is \$18.95 including free shipping/handling.

*As a professional speaker and consultant, I do not join or participate in any network marketing companies, to avoid conflicts of interest. My clients in this industry trust me and rely on me never to be directly involved in recruiting or building an organization. (Please do NOT waste your resources sending me information in an attempt to interest me in your particular business.)

**A schedule of public seminar dates/locations where I'll be appearing with various other top speakers and celebrities, and a catalog of all my business publications will be sent with your book.



a few of the important subjects covered in this book

1. Meet "The Professor of Harsh Reality"
2. MLM Lies, Myths & Fantasies That Can Cost You Dearly
3. Little-Known MLM Realities that You Can Profit From
4. How To Use Lead Generation Advertising & Baby-Step Marketing/ "Auto-Pilot Recruiting"
5. Five Ways To Sensibly Use Direct-Mail
6. The Truth About "Recruiting Tapes"
7. Positioning vs. Prospecting: How To Magnetically Attract Good Prospects & Have Them Begging You To Accept Them
8. What To Do To Have Credibility And Authority When You Haven't "Made It" Yet (No—"Don't Fake It 'Til You Make It")
9. What You Can Expect & Get From The New Technologies: Internet, Conference Calls, Broadcast FAX, F.O.D., Voice Mail, etc.
10. Public Speaking/Group Presentation Tips From The Man With the "Million Dollar Speech"
11. How To Correctly Predict The Likelihood Of A Company's Long-Term Survival
12. The 5 Philosophies Of Building A Network Marketing Business, Pros & Cons Of Each
13. Understanding "The Critical 72 Hours - Factor": How To Immunize New Distributors Against Discouragement
14. The Powerful Secret of "Affinity Prospecting"

Name _____

Street Address _____ City, State, Zip _____

VISA MasterCard American Express Check enclosed (Payable to: Kennedy Inner Circle, Inc.)

Card No. _____ Expire Date _____

Signature _____ Phone _____

FAX TO: 602-269-3113 MAIL TO: Dan Kennedy, 5818 N. 7th Street, #103, Phoenix, AZ 85014

SAMPLE ADS & ADVERTISERS

The following pages are advertisements from information entrepreneurs enjoying great longevity in this business. Most of these ads have been taken from publications dated 1988 or earlier, and some of these ads, with only slight changes from year to year, have been running continuously for 5 to 10 years. When you realize that this means the advertiser is investing thousands of dollars month after month, year after year running his ad(s), you can clearly see that this is a field where large sums of money can be earned from a winning concept over a long period of time.

QUICK EXPLANATION OF ADS

1. MELLINGER sells a Home Study Course on getting into the import/export business, membership in "The International Traders Association", some merchandise, and seminars.
2. PROFIT IDEAS sells information and services to novices in the mail-order business. Also: a "dealership" for the company's own line of self-improvement and business books.
3. INSTITUTE OF CREDIT REPAIR sells a Home Study Course/business opportunity combination. This same company publishes and sells at least six other, different, specialized home study courses.
4. JOHN WRIGHT/ROYAL ROAD TO RICHES sells a paperback book about the mail-order business. A large part of this entity's profits, however, come from selling and renting the mailing list built by this ad rather than from the sale of the book itself.
5. GAIL HOWARD/LOTTERY SYSTEM sells a device for picking winning lottery numbers. This same entity also markets other good luck devices and astrological information under different 'trade names', making multiple sales to the same buyers.
6. \$25,000,000,000/DAVID BENDAH sells a book about government loans, grants and auctions. David Bendah is a "major player" in the information publishing field, and has dozens of books, manuals and other products he markets under various trade names.
7. OBS&ENE PROFIT/MAIL-MART sells a book about getting into the adult products mail-order business; information about dating and personal contact services business; and a catalog-dealership in adult products.
8. PRESTO WINE sells a how-to book about making wine at home and about starting a home business making and selling wine. Also: wine making supplies.
9. ACADEMIC GUIDANCE SERVICES sells a home business opportunity; finding loans and grants for college services.
10. ROUNDHOUSE LABS sells a book about "picking up" women. Also, under different trade names, other books as well as 'adult products'.



AND I'll tell you exactly how to turn it into BIG MONEY

DISCOVER profits o. **IMPORT!** Step by step I'll show you how to locate and pick high profit "first time offered" import products for your own home Mail Order Business. I'll help you start enjoying big, quick profits dealing in fascinating Imports. I'll send you FREE sample import to prove every thing I say is crystal true! Find out how and why Imports are best products for mail order

Brainerd Mellingor YOU'VE SEEN THIS FAMOUS MAN ON YOUR T.V.
Famous World Trader/Mail Order Expert. "I started a few years ago, part time in my garage with less than \$100. Today my business empire spans the globe."

How to MAIL ORDER Get Rich in Your Own BUSINESS

OPERATE FROM HOME

My Home Import Business Plan guides your every step. Know in advance three vital tests every successful Mail Order product must pass. Learn how to get started without product investment. My confidential Drop Ship Plan starts you fast!

YOU CAN START IMMEDIATELY

Make your first import deal 10 minutes after you receive my Plan. See how easy it is! Operate your Mail Order business to boost family income. Make extra money spare time, weekends. Great for husband/wife teams, retirement!

1000's NEW IMPORTS

I travel the world searching out new products you can deal in. You can pick and choose from more than 24,000 products. Deal in one or many. I show you how to Buy Below Wholesale... direct from suppliers... so you can keep all the profit!

COMPLETE REPORT INCLUDED

My fact filled report "How to Import and Export" tells exactly how you can step into your own high profit Home Mail Order Business. Mail coupon for Free Import and my full and complete report... all FREE!

BUY BELOW WHOLESALE

24,221 IMPORTS

Shown here are just a few of the Mail Order winners that I have presented on my Television programs:

- Video Game Cartridge Below Wholesale
- Field Glasses \$3.55
- Diamonds & Sapphires Low, low price from Bangkok

PERSONAL GUIDANCE

I believe in giving you my personal help. You will be invited to local "closed door" meetings as I visit near your home!

DOUBLE PROFITS

As a Member of International Traders you get confidential members offers of specialty merchandise at low prices.

FREE MEMBERSHIP

Free membership in international Traders organization dedicated to mutual help for beginners in Mail Order.

MAIL ORDER SUCCESSES! I can't promise all will do as well. But if you're able and willing, I'll help you go after fine profits.	STRIKES IT RICH IN MAIL ORDER "Your advice got me free ad. 4,000 Mail Orders came in. I made \$12,000.00 this first try." L.M., Pennsylvania	TRUCK DRIVER TURNS WORLD TRADER "I've gone into World Trade full time... I sold over 11,000 Multi-Blade Scrapers." S.N. Diazal, California	\$1 ORDERS IN 2 DAYS "First 2 days sold 28 beaded sweaters, 15 Multi-Blade fume orders, 8 jewelry Plan gave me new home orders." Theodore Welds, Oregon	CUTS OUT GREEDY MIDDLEMEN. "Can make 80% more profit importing merchandise. The Mellingor Plan gave me new home new car, own store." Bill Thussen, Canada
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START WITH 24,221 PRODUCTS!

Many you can buy one at a time or order in quantity. Example: one 35 mm camera with hot shoe and carry case \$13.00 ppc or 12 for \$7.41 ppc. Price drops to only \$5.80 in larger quantities. New government ruling makes thousands of imports free of any duty whatsoever. You deal direct my international Traders way. Cut out greedy U.S. specialty merchandise middlemen. Really deal direct.

XT COMPUTER SYSTEM \$350.
Includes 640 K XT main board, 2 floppy disc drives, monochrom. graphic adapter, disc driver cont., 150W power supply, keyboard, case.

Swiss Electric Razor \$3.70

Moped \$220.

STEREO CASSETTE PLAYER
From \$8.50 Many Models Below Wholesale

Test Sets Many Styles Low as \$1.50

Stereo Cassette Recorder Player AM/FM \$27.00

FREE SAMPLE COUPON

THE MELLINGER CO.
Dept. M2616
6100 Varil Ave.,
Woodland Hills, CA 91367-3779

IMPORTANT
I agree to limit my request to only one Free Sample import. I have not previously requested this Free Sample. I am 18 years or older.

Send Free Sample and Free Report. Show me how to start profitable home business.

Name _____
Address _____
City _____
State _____ Zip Code _____

The Mellingor Co., Dept. M2616, 6100 Varil Ave., Woodland Hills, CA 91367-3779

JUNE 1988/1

FREE BOOK

“HOW TO MAKE \$400 A DAY SELLING BOOKS BY MAIL”

By

Russ von Hoelscher

(A Reg. \$10 Value—Now Yours Free For The Asking!)

It's true! Russ von Hoelscher and Profit Ideas wants to give you, absolutely free!, a copy of his great new book. No cost and no obligation!

THIS VALUABLE NEW BOOK WILL SHOW YOU HOW TO:

- Get started right in today's best home business
- Make \$400 daily—Up to \$85,000, or more, annually
- Begin with very limited investment in your spare time
- Choose the best-selling books, manual and cassette tapes that bring fast orders and maximum profits
- Sell books without stocking them
- How and where to place low-cost ads that bring big results
- Make big money with direct mail
- Insider techniques that bring profitable repeat business
- Secrets of self-publishing success
- Plus much more, included in this book is a huge SOURCE DIRECTORY that tells you where to obtain everything you need to start making money quickly!



For over 20 years, Russ von Hoelscher has helped thousands of ambitious men and women get started in a profitable business of their own. He has authored over three dozen business, financial, mail order and motivational books, including the international best-seller, *How to Achieve Total Success*. Russ's new book, *HOW TO MAKE \$400 A DAY SELLING BOOK BY MAIL*, will help anyone start a profitable full-time or spare-time, home-based business. Russ says, "Selling books by mail is today's best home business!"

Act Now—This is A Limited Marketing test!

WHY IS PROFIT IDEAS GIVING AWAY \$10 BOOKS FREE?

For a Limited Time only you may request a FREE COPY of this information-packed new book. "What's the catch"? (You may be asking yourself). Frankly there is no catch! Profit Ideas publishes many fine money-making books and tapes. We think that some of the people who receive this free book may wish to obtain other books, or make big money selling our quality line to others. However, by sending for this valuable free book, you are under no obligation to buy anything, now or ever!

How many times have you paid \$10 or more, for a book, and wished it had been free once you received it? Now you can get a book that really is worth \$10 or more, absolutely Free! Make it yours today. Profit Ideas even pays the postage!

PROFIT IDEAS Dept. 101E
8361 Vickers Street, Suite 304
San Diego, CA 92111

Yes! Send me my FREE copy of "HOW TO MAKE \$400.00-A DAY SELLING BOOKS BY MAIL" by Russ von Hoelscher.

NAME: _____

ADDRESS: _____

CITY, STATE, ZIP: _____

Optional—check here and enclose \$1.00 if you would like your free book rushed to you by Fast, First Class Mail

LEARN HOW TO ERASE BAD CREDIT

NOT A FRANCHISE • NOT A SEMINAR • ENTIRE EASY TO FOLLOW STEP BY STEP 250 PAGES COURSE

EARN \$40,000-\$60,000 PER YEAR PART TIME FROM YOUR KITCHEN TABLE
 START A CREDIT REPAIR SERVICE • GIVE CREDIT CLINICS • OPEN A CREDIT CORRECTION AGENCY

GET LOANS APPROVED-ACQUIRE MAJOR BANK CREDIT CARDS-Every day thousands upon thousands of Americans are rejected for credit. Today credit is no longer a luxury but a necessity. By using little known federal protection laws, the Consumer Credit Consultant may have the right to have bankruptcies, repossessions, tax liens, judgments and late payments permanently removed from his client's credit report. These are the SAME TECHNIQUES USED BY ATTORNEYS AND PROFESSIONAL CREDIT REPAIR SERVICES. Presently there exists a tremendous demand for people with this special skill, a demand as necessary as a doctor or lawyer. In the past people with credit rejections had nowhere to turn for advice or guidance. The AVERAGE CLIENT WILL PAY YOU BETWEEN \$400-\$800 for the service, a modest fee when you take into consideration that they will finally have borrowing capacity and finally be able to fulfill their dreams of buying a house, buying a car, obtain credit cards, investing in real estate, all items which affect their lives and families. Remember, the clients you'll be working with have been refused credit, a bank or usually several banks have just told them they are no good. These people are angry and want to fight back and now they can! They will gladly pay your fee, so they will never have to feel like a 2nd class citizen again. Potential clients are gladly referred to you by Banks, Savings and Loans, Mortgage Brokers, Real Estate Brokers, Automobile dealers, Boat dealers, Appliance Furniture stores. There can't be a more frustrating experience for any one of these professionals other than not to be able to close a deal due to a client's inability to acquire credit. Government statistics indicate that approximately 1 out of every 4 Americans over the age of 18 is a potential client.

Classified advertising is also extremely effective. You can place classified or display advertisements in Law Journals, National Magazines, Newspapers, local and national. But by far your best source of clients will be word of mouth, almost always a customer will refer someone to you for help. One of the best features of this profession is that everything can be done by mail if you wish. It is an IDEAL MAIL ORDER BUSINESS. Clients will also pay you for helping them acquire credit cards regardless of credit history, job or income. Credit cards are an absolute must in today's society, try renting a hotel room or car without one. Additionally clients will pay you \$50-\$100 an hour for helping them establish/re-establish credit procure loans, negotiate with collection agencies, etc.

Dollar for Dollar the best value available anywhere on credit repair. Included in this easy to follow over 250 PAGE step by step 5 section course: THE ENTIRE COMPLETE CREDIT CORRECTION SYSTEM not like other incomplete courses which consists of bits and pieces of information that in recent months have been advertised by inexperienced newcomers to the industry. Credit cards, almost anyone can get one regardless of credit or income. Complete list of Banks offering secured credit cards, banks offering low rates on credit cards, how to spot banks aggressively looking to issue credit cards, multiple credit cards, how to get free credit reports, credit bureaus and your clients legal rights, special section on Bankruptcy, why you should not file for The Wage Earner Plan (Ch. 13 Bankruptcy), Tax Reform Act, Complete marketing program to insure a continuous flow of clients all year round, all contracts between you and your clients (\$800-\$900 value if you had your attorney write them) typesetting for classified ads, pamphlets for classified ads, pamphlets and solicitation letters, current licensing requirements, women and credit, minorities and credit, how to get a car loan even if you are non-financial, loan tricks and techniques only a banker with 30 years experience would know how to establish or re-establish credit, How to handle collection agencies, collection agencies and your clients legal rights, The Fair Credit Reporting Act, The Consumer Credit Protection Act, Equal Credit Opportunity Act, Fair Debt Collection Practices Act and much much more. SPECIAL SECTION ON ALTERNATE CREDIT FILE.

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\$4188 1st week-I have 12 clients at \$288 each my 1st week of business without advertising Dennis C.-San Dimas, CA
 \$2888 in 18 Hours, Last week I made \$2500 by working your program only 10 hours! It is a tremendous business opportunity F.V. Insurance Agent
 \$1888 2 days- Please Federal Express my course I ordered yesterday. I already have 5 people at \$288 each and I need it now John G.-1st Federal Funding
 \$249,000 of Loans in 3 weeks- By using the techniques found in your course we were able to get a client who only had on his credit report 4 credit turn downs and bank credit card charge off a total of \$249,000 worth of credit from 3 different banks in only 3 short weeks. Your system works like magic and its easy anyone can do it. Data Financial Consultants, Inc. - Fla.
 \$18,000-\$14,000 I do \$10,000-\$14,000 of business per week by advertising in only one small publication. My very first day in business I did approximately \$3,500 in business. G.M. Oklahoma
 1 million dollars 1st year-We have projected our first years income well over 1 million dollars. By using your techniques we have been able to remove bankruptcies, liens, judgments and late payments. T.J. Colorado
 22 Clients at \$288 each, 1st few days in business; Not long ago, I received your fantastic course. It is the perfect way for an individual to start their own business. In a short time, I have at least twenty clients waiting to have their credit profiles cleared. Who knows how many more to come. I am truly glad that I invested such a small amount Barbara C. Detroit, Mich.

The most authoritative course available on the subject at any price! Marie G. - Impact Marketing Services
 \$88,000 with Credit Cards - For my own purpose, I have been able to get \$88,000 of credit with credit cards S.D. New Jersey
 We know of no other investment costing so little that can yield so much so quickly Bill L. - Independent Business Service
 In the past I wasted many dollars ordering other incomplete courses costing much more than yours. Boy was I ever surprised when I received yours! H.S.
 Credit Correction is undoubtedly the business opportunity of the 80's. The income is limitless, the investment is nominal and your course is truly without a doubt the Bible of Credit Correction Repair Robert G.-Creative Savings
 One car dealer gave me 150 credit turn downs G.L. Holaway, Texas
 Because of your extraordinary credit work we were able to close deals that we had written off as hopeless losses. You are definitely an asset for any business requiring financing for its clients. We are looking forward to a long and fruitful relationship Art S. - Airplane Dealer
 I would like to extend my sincere appreciation for the many hours you have worked helping many of the marginal applicants get loans approved. There are many people enjoying boats that would not have been able to do so without your help and their appreciation is also shared. I shall be counting on your continued help. John K. - Boat Dealer
 "Now you were able to clean up my credit report so quickly I will never understand all I know is that it works! I promise to tell all my friends about you." J.G. Homestead, Fla.



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The Royal Road To Riches

Dear Friend,

My name is John Wright. Not too long ago I was flat broke. I was \$31,000 in debt. The bank repossessed my car because I couldn't keep up with the payments. And one day the landlord gave me an eviction notice because I hadn't paid the rent for three months. So we had to move out. My family and I stayed at my cousin's place for the rest of that month before I could manage to get another apartment. That was very embarrassing.

Things have changed now. I own four homes in Southern California. The one I'm living in now in Beverly Hills is worth more than one million dollars. I own several cars, among them a brand new Mercedes and a brand new Cadillac. Right now, I have a \$1 million dollar line of credit with the banks and have certificates of deposit at \$100,000 each in my bank in Beverly Hills.

Best of all, I have time to have fun. To be me. To do what I want. I work about 4 hours a day, the rest of the day, I do things that please me. Some days I go swimming and sailing — shopping. Other days, I play racquetball or tennis. Sometimes, frankly, I just lie out under the sun with a good book. I love to take long vacations. I just got back from a two week vacation from — Miami, Florida.

I'm not really trying to impress you with my wealth. All I'm trying to do here is to prove to you that if it wasn't because of this money secret I was lucky enough to find that day, I still would have been poor or may be even bankrupt. It was only through this amazing money secret that I could pull myself out of debt and become wealthy. Who knows what would have happened to my family and me.

Knowing about this secret changed my life completely. It brought me wealth, happiness, and most important of all — peace of mind. This secret will change your life, too! It will give you everything you need and will solve all your money problems. Of course you don't have to take my word for it. You can try it for yourself. To see that you try this secret, I'm willing to give you \$20.00 in cash. (I'm giving my address at the bottom of this page.) I figure, if I spend \$20.00, I get your attention. And you will prove it to yourself this amazing money secret will work for you, too!

Why, you may ask, am I willing to show this secret with you? To make money? Herdity. First, I already have all the money and possessions I'll ever need. Second, my secret does not involve any sort of competition whatsoever. Third, nothing is more satisfying to me than sharing my secret only with those who realize a golden opportunity and get on it quickly.

This secret is incredibly simple. Anyone can use it. You can get started with practically no money at all and the risk is almost zero. You don't need special training or even a high school education. It doesn't matter how young or old you are and it will work for you at home or even while you are on vacation.

Let me tell you more about this fascinating money making secret.

With this secret the money can roll in fast. In some cases you may be able to cash in literally overnight. If you can follow simple instructions you can get started in a single afternoon and it is possible to have spendable money in your hands the very next morning. In fact, this just might be the fastest legal way to make money that has ever been invented!

This is a very safe way to get extra cash. It is practically risk free. It is not a dangerous gamble. Everything you do has already been tested and you can get started for less money than most people spend for a night on the town.

One of the nicest things about this whole idea is that you can do it a time in your spare time. You don't need equipment or an office. It doesn't matter where you live either. You can use this secret to make money if you live in a big city or on a farm or anywhere in between. A husband and wife team from New York used my secret, worked at home in their spare time, and made \$45,000 in one year.

This secret is simple. It would be hard to make a mistake if you tried. You don't need a college degree or even a high school education. All you need is a little common sense and the ability to follow simple, easy, step-by-step instructions. I personally know a man from New England who used this secret and made \$2 million in just 3 years.

You can use this secret to make money no matter how old or how young you may be. There is no physical labor involved and everything is so easy it can be done whether you're a teenager or 90 years old. I know one woman who is over 63 and is making all the money she needs with this secret.

Here's what newspapers and magazines are saying about this incredible secret:

The Washington Times:
The Royal Road to Riches is paved with golden tips.

Los Angeles Herald Examiner:
We've all got to start somewhere... The Royal Road to Riches is the first step in the right direction!

National Examiner:
John Wright has an excellent guide for achieving wealth in your spare time.

Income Opportunities:
The Royal Road to Riches is an invaluable guide for finding success in your own back yard.

News Tribune:
Wright's material is a MUST for anyone who contemplates making it as an independent entrepreneur.

Success:
John Wright believes in success, pure and simple.

Money Making Opportunities:
John Wright has a rare gift for helping people with an experiment make lots of money. He's made many people wealthy.

Hollywood Trade Press:
We have never heard of an advertiser offering to pay readers \$30 to try its program. Wright's willingness to do this convinces us that his money secret must really work.

California Political Week:
... The politics of high finance made easy.

Hollywood Citizen News:
He does more than give general ideas. He gives people a detailed A to Z plan to make big money.

The Desert Sun:
Wright's Royal Road to Riches lives up to its title in offering an uncomplicated path to financial success.

When you use this secret to make money you never have to try to convince anybody of anything. This has nothing to do with door-to-door selling, telephone solicitations, real estate or anything else that involves personal contact.

Everything about this idea is perfectly legal and honest. You will be proud of what you are doing and you will be providing a very valuable service.

It will only take you two-hours to learn how to use this secret. After that everything is almost automatic. After you get started you can probably do everything that is necessary in three hours per week.

PROOF

I know you are skeptical. That simply shows your good business sense. Well, here is proof from people who have put this amazing secret into use and have gotten all the money they ever desired. Their initials have been used in order to protect their privacy, but I have full information and the actual proof of their success in my files.

"More Money Than I Ever Dreamed"
"All I can say — your plan is great! In just 6 weeks, I took in over \$100,000. More money than I ever dreamed of making. At this rate, I honestly believe, I can make over a million dollars per year."
A. F., Providence, R.I.

"\$9,800 in 24 Hours"
"I didn't believe it when you said the secret could produce money the next morning. Boy, was I wrong, and you were right! I purchased your Royal Road to Riches. On the basis of your advice, \$9,800 poured in, in less than 24 hours! John, your secret is incredible!"
J. K., Laguna Hills, CA

"Made \$15,000 in 2 Months At 22"
"I was able to earn over \$15,000 with your plan — in just the past two months. As a 22 year old girl, I never thought that I'd ever be able to make as much money, as fast as I've been able to do. I really do wish to thank you, with all of my heart."
Ms. E. L., Los Angeles, CA

"Made \$126,000 in 3 Months"
"For years, I passed up all the plans that promised to make me rich. Probably I am lucky I did — but I am even luckier that I took the time to send for your

material. It changed my whole life. Thanks to you, I made \$126,000 in 3 months."
S. W., Plainfield, IN

"Made \$205,000 in 6 Months"
"I never believed those success stories... never believed I would be one of them... using your techniques, in just 6 months, I made over \$205,000... made over \$20,000 more in the last 22 days! Not just well prepared, but simple, easy, fast... John, thank you for your Royal Road to Riches!"
C. M., Los Angeles, CA

"\$200,000 in Six Months"
"I'm amazed at my success! By using your secret I made \$200,000 in six months! That's more than twenty times what I've made in any single year before! I've never made so much money in such short time with minimum effort. My whole life I was waiting for this amazing miracle! Thank you, John Wright."
R. S., McLean, VA

As you can tell by now I have come across something pretty good. I believe I have discovered the greatest little money-making secret you could ever imagine. Remember — I guarantee it.

Most of the time, it takes big money to make money. This is an exception. With this secret you can start in your spare time with almost nothing. But of course, you don't have to start small or stay small. You can go as fast and as far as you wish. The size of your profits is totally up to you. I can't guarantee how much you will make with this secret but I can tell you this — so far this amazing money producing secret makes the profit from most other ideas look like peanuts!

Now at last, I've completely explained this remarkable secret in a special money making plan. I call it "The Royal Road to Riches". Some call it a miracle. You'll probably call it "The Secret of Riches". You will learn everything you need to know step-by-step. So you too can put this amazing money making secret to work for you and make all the money you need.

To prove this secret will solve all your money problems, don't send me any money, unless possible your check for a month and a half from today. I guarantee not to deposit it for 45 days. I won't cash your check for 45 days before I know for sure that you are completely satisfied with my material.

\$20.00 FREE!

There is no way you can lose. You either solve all your money problems with this secret (in just 30 days) or you get your money back plus \$20.00 in cash FREE!

Do you realize what this means? You can try my simple secret into use. Be able to solve all your money problems. And if for any reason whatsoever you are not 100% satisfied after using the secret for 30 days, you may return my material. And then I will not only return your original UNCASHED CHECK, but I will also send you an extra \$20.00 cashiers check just for giving the secret an honest try according to the simple instructions.

I GUARANTEE IT! With my unconditional guarantee, there is absolutely NO RISK ON YOUR PART.

To order, simply write your name and address on a piece of paper. Enclose your postpaid check or money order for \$12.95 and send it to:

JOHN WRIGHT
Dept. 579
3340 Ocean Park Blvd.
Suite 3066
Santa Monica, CA 90405

Since the material I'll be sending you is heavy, please add \$1 to cover portion of shipping costs.

But the supply of my material is limited. So send in your order now while the supply lasts.

If you wish to charge it to your Visa or MasterCard — be sure to include your account number and expiration date. That's all there is to it. I'll send you my material right away by return mail, along with our unconditional guarantee.

SWORN STATEMENT:

"As Mr. John Wright's accountant, I certify that his assets exceed one million dollars."

Mark Davis

© 1988 JOHN WRIGHT
JUNE 1988/45

I make people into LOTTERY MILLIONAIRES.

Note: Millionaire listing is fully documented, certified true and available for inspection.

*Now I want to make you
and 99 others
Millionaires too.*

Using my easy Win System, hundreds
of people across the U.S. are winning
their State Lotteries AGAIN AND
AGAIN AND AGAIN.

Because you're reading this,
it's your turn:



LET ME GIVE YOU THE WINNING NUMBERS
FOR YOUR STATE LOTTERY

FREE!*

(JUST SEND IN THE COUPON.)

**THERE HAS NEVER BEEN
AN OFFER LIKE THIS—
IT'S YOUR EXTRAORDINARY
OPPORTUNITY TO WIN THE
MAJOR JACKPOT PRIZE
IN YOUR STATE LOTTERY.**

My name is Gail Hensrud. You probably have heard of me. I actually developed a Lottery Winning System. It's so easy for anyone to win with, my System has made headline news around the country.

(I've been written up in the most important publications in the U.S.—The New York Times, The Wall Street Journal and Newsweek—as well as interviewed on popular TV Talk Shows such as "Good Morning America.")

The fact of the matter is, I have cracked the State Lottery Game.

Because you're reading this, you personally are invited to crack your State Lottery Game. It's a sure win with my System. Here's what I'll send you FREE—so you can become an immediate Lottery winner:

**YOUR STATE LOTTERY WHEEL. YOUR WHEEL IS
ABLE TO "PICK" THE WINNING NUMBERS—ALL OF
THEM—FOR YOUR PARTICULAR STATE LOTTERY
BECAUSE IT INCORPORATES MY SYSTEM.**

I know for sure my System works.

How do I know? When I tested my System here's what happened: I won the State Lottery 72 TIMES WITHIN A YEAR!

When I put my System at the hands of certain other people, the following took place:

1. Mr. and Mrs. Pichey of Michigan used my System—and IMMEDIATELY won their Michigan Lottery THREE TIMES IN 10 DAYS for \$1,110,194.00.
2. Kenneth W. Huggins of California used my System—and IMMEDIATELY won his California Lottery 43 TIMES (lasting in over \$100,000.00 in a single Lottery win).

3. Max and Wanda Harrel of Indiana used my System—and IMMEDIATELY won their Indiana Lottery 19 TIMES (collecting up to \$800,000.00 on a "good day").

4. Manuel Garcia, Leavelle Carter and James Shively used my System in their local Government Lotteries of New York, Washington, D.C., and California respectively—and IMMEDIATELY won (in order) \$981,000.00, \$204,000.00 and \$5,480,000.00.

5. My Winners Group has in it approximately 100 more smart people able to get hold of my System—use it—and make real Lottery money again and again and again. They ALL won their State Lotteries not just once—gringos—but THREE OR MORE TIMES, INCLUDING THREE KNOWN WINNERS WHO MET THEIR STATE LOTTERIES 60 TO 216 TIMES APiece!

Now I want to give 100 other people a chance to win big in the Lottery too.

That is why I have published this notice. And why I will be releasing a limited number of STATE LOTTERY WHEELS without charge. I want 100 people to become millionaires. You are to be one of them. But you must respond to this notice without delay.

To get your complimentary STATE LOTTERY WHEEL return this form coupon right away.

(Why not I doing this? Because I have all the money I need. Frankly, this is my chance to become the most famous woman in America. To be known—by millions—on the woman who beat the Lottery... and enabled others to beat it too. Since I don't need the money, I am giving away my STATE LOTTERY WHEEL for free.)

STATE LOTTERY WHEEL IS YOURS FREE!

The result of hundreds of hours of mathematical research and computer development. The purpose: To enable you to win your State Lottery immediately upon receipt.

YOUR FREE* COUPON

I want 100 people to become millionaires. Therefore I will distribute a sufficient number of State Lottery Wheels so that you and 99 others can win your State Lottery... and the more.

GHA-YZ-X

YOU MUST MAIL

HOW TO: Gail Hensrud
521 Fifth Avenue, 17th Floor
New York, NY 10175

YES, I want to win the Lottery. Please send my FREE* STATE LOTTERY WHEEL—which is able to "pick" the winning numbers (all of them) for the particular State Lottery Game I play. I understand you will give it to me WITHOUT CHARGE OR OBLIGATION. However, in return I promise to notify you as soon as I have won my first \$100,000.00.

*Although there is no charge for the Lottery-Winning System, you do have to PLEASE ENCLOSE \$1 to help cover postage and handling.

Name _____

Address _____

City _____ State _____ Zip _____

State (or Gov.) Lottery I play: _____

FRIENDS & FAMILY

Send a FREE State Lottery Wheel to the following (if enclosed \$1 for each person for First Class postage and handling):

Name _____

Address _____

City, State, Zip _____ Lottery _____

Name _____

Address _____

City, State, Zip _____ Lottery _____

Name _____

Address _____

City, State, Zip _____ Lottery _____

JUNE 1988/87

\$25,000,000,000 The Government Holds For You

Would you like to stake a share of the \$25,000,000,000 the government holds for just making a few phone calls and looking in some phone books? That is all you have to do to enjoy thousands of dollars. If you can read English and can speak on the phone, you can make thousands of dollars overnight—and you don't have to do any selling at all.

This ad will explain every detail of an exciting new business that has never been advertised or attempted before—what's more, you can enter with absolutely no money.

Life was not always rosy for me. I got involved in a bad business investment a few years ago and lost about \$11,000. Everything I owned was taken away from me. I needed money desperately to feed my family, so I was forced to toil as a waiter at the Sheraton Harbor Island Hotel in San Diego by night, and I was a filing clerk during the day. It was so exhausting, that as soon as I got home, I would sleep for just a few hours, wake up in a stupor, drink four cups of coffee, and then scramble to my next job. I had no choice. It was the only thing I could do to stop disappointing my loved ones. I remember coming home on Mother's Day really eager to call my mother, only to find that my phone had been disconnected. I went through the mail praying for some good news, only to find an envelope with no return address—it contained an eviction notice. At this point I thought we would have to live in our beat-up Fiat. We were fortunate to have relatives that were kind enough to let us stay with them. I never knew life could be so miserable. I sat down on the sidewalk just realizing how much being in debt could hurt. With tears in my eyes, I prayed for a way out.

My friend Gary, who was in the same financial boat as I was told me a story that changed my life forever. He told me very excitedly, "I received a funny-looking letter. When I first saw it, I thought it was another creditor making a claim on me. The letter told me about money that was rightfully mine—it said that if I signed the enclosed form, I would receive \$2,592.58. Things were so bad that I had nothing to lose, so I signed the form neatly and returned it to the company."

"Ten days later I received a check for \$2,592.58 with an explanation. A distant aunt had died and left \$4,320.98 in her savings account. The company that found me collected \$1,728.39. The firm had no trouble finding out that I was related to her. Just for matching up people with the same last names, that agency was making millions every year."

It was just then that an amazing idea popped into my mind. I was overcome with excitement; this revolutionary system was so simple, yet I knew it would take me out of my rut. I was compelled to find out more about it. I had lost everything I owned: what else could

I lose? I found out everything I could and began to work on a plan. I put it into effect. My prayers were heard. To my relief I started to make more money than I have ever seen in my life for doing practically nothing. In fact, my income for just last month was \$80,076.78.

I had a C-minus average in high school—one year, I received an F in English. By no means was I ever considered to have the smarts. But I did it. All you have to do to make large amounts of money is thumb through phone books and make a few phone calls.

Testimonials

I have been able to locate and notify 421 claimants (worth \$20,197,323.97 in claims). I was even contacted by a Texas ranger that thought I was running a scam. Later when the ranger understood what I was doing he told me I could use him for a reference. I have made over \$300,000 since I last wrote you Dave. Herb H., TX

Due to the methods in your book I was able to secure \$16,212 with the help of my brother. I had to get my 16 year old brother to help me because I am under age. I am 15 years old and have been traveling to Miami, Jamaica, St. Croix, New York. I'll be going to England very soon and L.A. Thank you for helping me make money with your system. Andre L, CT

I've spent at least \$7,000 on money-making books and seminars. The difference between them and your method is that yours works! In less than three weeks (part time) I was able to secure \$52,614.21. Thanks for a business that will easily make me \$100,000 this year. If I can ever be of service just call. Steve S., CO

Having read your book, I have recently launched into the fascinating endeavor of locating people. As a result, I have succeeded in finding an individual with a fairly large sum of money. Ben S., CA

Thank you so much for the methods outlined in your book. I was able to secure \$24,685 in just six hours of work. I have read just about all the other "get rich" books but yours has to be the best. Terrie, T., MI

Last summer we moved into a gorgeous home. My wife told me it was her life long dream to own a brand new car. You should have seen her tears of joy when I surprised her with her own new \$20,000 car. Later I bought a 1986 Mercedes 560SL that cost me \$56,000.

The amount of money I was making was incredible. Just as a hedge against taxes, I bought two three bedroom houses valued at \$200,000.

Twenty-five billion is just sitting there waiting for someone to recover it. One out of ten Americans have forgotten or lost money in bank accounts, stocks, insurance or other investments. I have a plan to you - 183 - to get your hands on this money.

Only 10 percent of the rightful owners claim their share of the \$25 billion. The states make no strong effort to contact the rightful owners. Why should they, when unclaimed property is their biggest source of revenue, second only to taxes? The states are required by law to make a list of unclaimed owners. These lists are hard to find but I will show you how to get every one that the states publish. And in some cases, they're free.

Let me give you a random sample list from the state of Wisconsin. (Addresses are included in lists.)

Owner's Name	Property	Amount
Drinks, Teresa, A	Savings	\$10,891.47
Laville, Samuel	Stock Proceeds	\$21,528.81
McDonnell, Martha	Savings	\$12,843.78
Meyer, Theresia	Savings	\$18,488.18
Patterson, Arthur	Savings	\$14,829.24
Slon, George	Savings	\$87,525.83

This listing is only a minor portion of the \$25 billion in unclaimed property that is waiting for you.

To make thousands of dollars, all you need are telephone books and a phone. The proven system in this book can be learned in a half hour. After that, you are all set. If you can read English and can speak on the phone, you're in business. It's as easy as that.

\$2,000 REWARD

A \$2,000 certified check is yours in one day if you can show me that the countless amounts of people that have used this system didn't make a lot of money easily. This is more than enough proof that you could make money with my method.

My Guarantee

Send for my complete guide to recovering unclaimed money. Read the simple formula that has been tailored for each individual state. Sit down and make the required few phone calls and directory searches. After following the simple formula, you must be able to recover \$10,000 in one day or your complete payment will be returned to you.

This opportunity can give you a new home, car and all of the luxuries money has to offer. There is a definite flaw in our revenue system, and you can profit from it.

David Benson (619)238-9688
610 Mission Gorge Rd., Suite 222
San Diego, CA 92120 Dept. SO-4

Dear Dave:
Send me your complete guide to recovering \$25,000,000,000 in unclaimed money on the condition that I must be able to locate \$10,000 easy in one day with your book or you will return my entire payment.

On that basis, here is my \$12.95.

Name _____
Address _____
City _____ State _____ Zip _____

Please add \$1 dollar to cover part of the shipping costs. All checks must be accepted by TeleCheck; payments not accepted will be returned in full.

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Order Today!	20,000-6 57
	30,000-6 65
	40,000-6 73

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Classifieds

(Continued from page 76)



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Smyrna, GA 30080. Free details.

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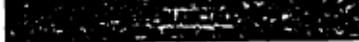
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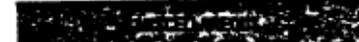
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(Continued on page 80)

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Why do we make this amazing free offer? Because we are gambling (and we think the odds are in our favor) that you'll be so thrilled and delighted that you'll see, as we do, the opportunity for you to make big money hand over fist. Imagine! Making a bottle of delicious, full strength wine with only 60¢ worth of magic wine crystals.

How come the low price? Simple. A \$10 bottle of liquor costs only about \$2 to make. The other \$8 goes for retailer's profit and taxes. Especially taxes, both State and Federal. But PRESTO WINE crystals are classed as "food", and thus tax free. State liquor and U.S. Treasury officials concede that the crystals are "non-alcoholic" (the alcohol forms only after sugar and water are added) thus not liable for excise tax.

What does all this mean to you? It means now you have a quick, easy way to make money faster and easier than you ever dreamed possible. And become the most popular, sought after person in your neighborhood. How? Simply invite your friends over for a sociable drink. After sampling and savoring a glass or two of this delightful wine and learning the low, low, price, your guests will reach into their pockets and eagerly press money into your hand to buy PRESTO WINE crystals from you. No wonder. They'll be making potent, full strength wine from only 60¢ worth of these magic wine crystals per bottle. Your cost will only be 30¢ when you buy them from us. You make a 100% profit on each and every sale. The chances are 99 to 1 that every sale you make will lead to "repeat" business — selling not one, not two, but dozens of packages at a time. Yes — and once your friends introduce PRESTO WINE to their friends, your sales will increase like ripples on a pond, spreading beyond your neighborhood for miles around. So that two or three months from now you could be besieged with orders "raking in" hundreds of dollars a week — without leaving your home or apartment — and without doing any additional selling or sampling.

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BOOK REVIEWS

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You will understand complete strangers almost immediately. Beautiful women you have always wanted to know can become very close to you. Many men use this method to break the ice with gorgeous women instantly. It works every time. Here is what John, a 37-year-old man thinks.

Here's Proof

I am below average in looks. Meeting women has always been a problem for me. I can't think of any other way that I could get to know a woman almost instantly. Breaking the ice with a beautiful woman who is a complete stranger is simple with Tom's method. Within fifteen minutes, beautiful women consider me their best friend. I have never had so many relationships with gorgeous women at the same time. My love life is beyond belief!

- John C. North Carolina

My method will easily show you how to become the hit of the party. I absolutely guarantee that you will never find a method that will attract so many women to you, longing to be with you. Men will envy you and women will want to be with you. This is not like any method you have seen or heard of before in your life. In fact, very few men are using this method, the ones that have been using it are cleaning-up.

You can instantly relate to women on an intimate level because they really feel you know them. They will long to hold you. Beautiful women will long to be with you because of the strange power that you will possess.

Read a beautiful woman's mind just by using my system. With this method you will be able to see women so well that it would take other men a lifetime to learn what you will know instantly. Gorgeous women will become astounded by your ability to know exactly what they are like. They will be so amazed by your power over them that they will do almost anything you ask!

I have become the instant hit of every party. When I go to a party I use my talent and I will soon have a crowd of ten women standing around me all night. Everyone loves to hear about themselves. One night I went to a party with my girlfriend. I started using my method on the first girl that approached me. I could see her blush and get excited right in front of my eyes. Very quickly other beautiful women joined into the circle. It got so bad, I couldn't control all the women around me. My girlfriend had to push through a dense crowd and help me squeeze my way out. Those women wouldn't leave me alone and my girlfriend became enraged with jealousy.

I also have made more friends than I could ever count. When you use my method on women, they feel special and important. As soon as you do this, these women are very attracted to you—so attracted that their warm reaction and instant affection will amaze you.

Here's More Proof

The CIA and the FBI use it all the time. Can they really see

through other people? Absolutely—100%. These elite agencies use the most sophisticated methods which include my method of seeing through people. You may not have known that they use this method, but I absolutely guarantee that they are using this miraculous method. The Government has put a lot of time and money into further developing this method of seeing through people. Why don't you use something the government is using to your advantage?

In fact, every law enforcement agency in this country uses my method of seeing through women to get to know people.

These government agencies use my method of seeing through women because it is effective and it works perfectly every time. They know a good thing. My method of seeing through women is an extremely valid method of almost reading their minds. In fact, many psychiatrists use my method with their patients on a regular basis. They use it because they, as well as I, can show you research after research of verified studies that absolutely prove that my method of seeing through women absolutely works 100% every time.

If you can tell the difference between a smile and a frown or if you could figure out if it is warm or cold outside—you will be able to see through women—it's that easy.

My friend Kirk, who normally never picks up any women, used this amazing method in a bar one evening. He told me that as soon as he started using my method, beautiful women flocked to his side. He was utterly amazed and told me that he had never before seen such a powerful method that made him a ladies man. He tells me that to this very day he has more than enough women to last the rest of his life! All this for using my method of seeing through women.

There are so many things you can tell about a person by using my method.

About 400 different things. Think of how much women will like you when you are able to see right through them. Seeing through women has never been easier with this method. They won't even be able to play games with you or try to manipulate you. The ball is in your court. Only you will be able to control them because you will be the master of the game.



Roundhouse Labs Inc.
9269 Mission Gorge, Suite 700
Santee, CA 92071

Dept. SO-4

Dear Tom:

Teach me your secret methods of reading a woman. If during the first hour after getting your book I don't completely astound the women around me—send me my complete payment back to me. Under these conditions send me your complete book. Here is my \$10:

Name _____
Address _____
City _____ Zip _____

Due to the large shipment, please enclose an additional "one dollar".

Section Six

**ASSEMBLING YOUR
MARKETING MATERIALS
AND GETTING
“FREE ADVERTISING”**

PREPARING YOUR PROMOTIONAL MATERIALS AND GETTING PUBLICITY

You are going to need sales letters, letter enclosures, envelopes, brochures, catalogs, and a myriad of other "marketing materials." Our business eats trees. Your first inclination might be to delegate all this, maybe to an "advertising agency." You know, the 'experts.'

Harken unto me, a former ad agency owner we are not to be misted with this type of advertising and marketing, because this is not really advertising at all. it is wiling. You'll get better help from a grizzled, boosy-breath vacuum cleaner salesman than from the typical ad agency.

There is a lot you need to know.

I've done my level best to give that to you here, starting with a "checklist" of the best, most reliably successful "offers." When you really learn and internalize this list, you will find that 90% of the direct-mail crossing your desk fits one of these "offer" pigeon-holes. That's because they work.

Let me tell you a true story. Our hero; well call him Bill X.. manages to get a respected stock brokerage to raise one million dollars in venture capital for his new business — the nature of which is irrelevant, although it did involve information products. He then gets busy. First, he hires a bunch of business and marketing students from the near-by college and uses them to do a lot of market research. He "tests" his different product configurations, packages and marketing ideas out with "focus groups." He hires the best ad agency in town to turn all his ideas and all that research into a national ad campaign — complete with catch slogan, original music and product photography to die for. He also hires a PR-firm to "soften up" the market by publicizing him, the company, and the forthcoming ad campaign.

Then he hired one more expert the bankruptcy attorney — because all the money was gone before the first sale was made.. -

This is not only a true story of an actual guy, as I've sold it to you — it's a "model" that is oft-repeated.

Go down to K-Mart and buy a full length mirror for about \$30. Take a red lipstick and write across the top: "Here's my expert." Look in that mirror every morning. And save yourself a ton of money. (My friend Bill Brooks says: a consultant is a guy who knows 267 sexual positions but can't get a date on Friday night.)

The exception to all this, of course, me. Me you can hire.

Seriously, the functions discussed in this section of this book represent the heart and soul of your business and you ought to at least understand them, be able to do them, and be able to discern good from bad. When you do use a real expert (like me), it should be a corroborative process, not a delegation.

PROVEN, COMMONLY USED "OFFERS"

1. Free Trial — Widely used for books, business courses, etc. Nightingale-Conant Corp. has used this offer for years.

2 Money Back Guarantee — Almost an essential.

3. Bill Me Law — Response will often be as much as double "payment with order." If you have very high mark-up products so that margin exists to offset collection costs and problems and/or a market where collection problems will be minimal, this can be an

excellent approach. I know one speaker who offered all his audio-cassette programs this way for his first few years in business, as a means of building name recognition and a customer list as rapidly as possible. He was mailing small to medium-sized companies, and has a "problem rate" of less than 5%.

4. Installment Terms — Dividing the amount into 2.3 or more monthly installments works well for many marketers and has gained wide acceptance in the infomercial industry.

5. COD — The mailman or UPS driver collects on delivery. Shunned by most marketers because of the cost and the high rate of refusals, yet there are a number of information product marketers who succeed because of COD and would fail otherwise.

6. Free Gift For Inquiry — Offer of a free report, booklet or tape is quite common. Success Motivation Institute's ensure ad campaign has been built around this method.

7. Free Gift With Trial Order Or Guaranteed Purchase — "Keep the gift even if you return the product."

8. Multiple Free Gifts With Order — This is common practice for newsletter publishers, infomercial and other information product marketers. In marketing subscriptions to our PRACTICE BUILDING SECRETS LETTER, for example, we were very successful in 1990 with a multiple gift offer. (See next page.)

9. Choice Of Free Gifts — Risky because it complicates. But a great way to test the appeal of different premiums in order to then settle on one

10. Gifts Based On Size Of Order — Commonly used by office equipment and supply cataloguers.

11. Mystery Gift Offer

12. Free Catalog & Coupon

13. Fast Response Or Early Bird Discounts Or Gifts — A gift or price break to the first x-number of respondents or to all who respond within a certain time frame. Used a lot in the seminar business.

14. "Charter" Subscription Or Membership — A 'classy' version of #13. offering certain special benefits to early/first respondents.

15. Good-Better-Best Or A-B-C Option Offers — When products naturally "combine" into kits, collections or systems, one or more "packages" can be offered. The following page, from the 1990 Empire Communications Catalog shows this in two instances: the grouping identified as Track 1" and "The Super System."

16. Trade in Offer — A client of mine. The American Back School, updated one of its expensive Trainer Kits. An offer was mailed to buyers/ owners of the "old" Kits offering them \$500 credit for trade-in of their old system against the new one.

17. Purchase-With-Purchase — "When you buy 'X' at its regular price, you can have "Y" for 1/2 price."

REVEALING COMMENTS FROM DOCTORS

"Thank you for your practice promotion class. From April to August, 1987, we increased our income \$20,000 over the same period in 1986."

— Dr. John Bore
Bellevue Chiropractic, Southville, Ontario, Canada

"Incorporating your ideas, things are going great. My first goal was \$30,000.00 but I've almost done that in the first 3 months."

— Dr. Craig Samuel
Craig, Colorado

"I can't tell you how much you've inspired me in my practice! And your critiques of advertising and PR materials have been right on the money."

— Dr. Joseph Sano
Toms River, New Jersey

"I had the pleasure of hearing your Orlando, Florida, presentation back a few weeks ago. I'd like to tell you that it's made a difference in our staff and practice already! I would be pleased to act as a reference for your program in the future."

— Dr. Dennis J. D'Ermo
Langwood, Florida

"Only 18 months after my first seminar with you, I have accumulated more wealth and been more happy than I had experienced in 24 years of professional practice!"

— Dr. Ross Sandler
Canada

"Thank you for your help in making my second year in practice a huge success...our practice doubled!"

— Dr. Mark Schillinger
California

"Your tapes and seminar were great! You are dynamic."

— Dr. Raymond Joseph
Brentwood, California

"It was a pleasure hearing you talk at Marketing Management Services in Boston. I'm glad I purchased the tapes. There is no question that they were well worth the price. They have paid for themselves already."

— Dr. Dudley J. White
Williams, Vermont

Why should you listen to Dan Kennedy about practice building?

Over 2,000 Doctors requested special practice increases, last year, thanks to Dan Kennedy's advice and ideas widely recognized as a "practice promotion miracle worker", he has twice spoken at the prestigious Parker Chiropractic Research Foundation, been a guest speaker for prominent practice management firms and state associations and conducted SuccessTrak Practice Promotion Seminars throughout the U.S. and Canada. Dan Kennedy has shared the platform with many well-known speakers to the profession, including Charles "Tremendous" Jones, Foster Hibbard and Dr. Mark Victor Hansen. Dan is also a member of the Direct Marketing Association, is the former owner of an advertising agency and routinely commands fees of \$250.00 or more per hour as a lecturer and consultant on marketing.

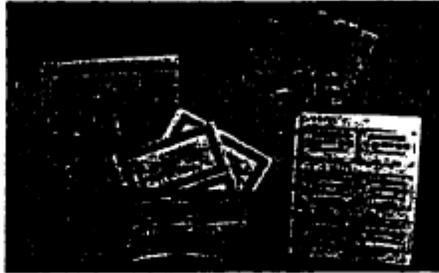
It's not just a privilege, it's a pleasure to have you with us at another Seminars of the Fisher School For Professional Services. This 27th Seminar is a great one and you certainly did your part in its success. You always do a first rate job. Sincerely,
Carolyn Lawrence, Executive Administrator
Parker Chiropractic Research Foundation

The ultimate practice-building system.

DAN KENNEDY'S TRAK #1: PROFESSIONAL PRACTICE PROMOTION. Designed as a 6-Month Course Of Study includes 4 Cassettes on Practice Promotion, 6 Cassettes on Creative Practice-Building, 2 Cassettes on Entrepreneurial Strategies For Doctors, A Study Plan and The Idea Manual. Covers the 7 basic keys to creating growth in your practice; 21 methods and media for attracting new patients; specific tips on Yellow Pages, newspaper and coupon-pak advertising, direct-mail, newsletters and stimulating referrals. The Idea Manual includes: What to include in a NEW PATIENT KIT; What to include in a CLINIC BROCHURE; What to include in a Newsletter; Samples: our own Testimonial Questionnaire; our own REFERRAL COLLECTION SYSTEM/QUESTIONNAIRE; and the 12 Questions To Prepare For Growth. Also included: 3 Cassettes for the Staff on Winning Telephone Techniques plus an Incoming Call Checklist, Telephone Fee-Shopper Script and Missed Appointment Script. Package also includes SuccessTrak Membership and By-Mail Consultation Certificate* you can use to have your existing or "rough" ads, brochures, mailings, etc. critiqued. Retail Price: \$399.00 [Equivalent Seminar Value — over \$1,000.00] #8957 OUR CATALOG PRICE: \$249.00

DAN KENNEDY'S TRAK #2: GRADUATE STUDIES IN PROFESSIONAL PRACTICE DEVELOPMENT: 12 Audio Cassettes intended as a 6-Month Course Of Study. Includes: Professional Persuasion Processes; Positive Relationship Processes; Special Patient-Relationship Techniques; Attracting Quality New Patients; Effective Advertising Alternatives; Personal, Active Practice Promotion; and much more. Non-Member Price: \$299.00 #8958 MEMBER PRICE: \$199.00

DOCTORS' EDITION OF THE MONEY/BUSINESS/SUCCESS COURSE. 6 Audio Cassettes, 440-Page Notebook, Goal-Setting System Forms and special "For Doctors Only" Added Sections. (Complete explanatory literature available free on request — Call 1-800-223-7180) #8959 Non-Member Price: \$395.00 MEMBER PRICE: \$295.00



WELL-ADJUSTED ADVERTISING MANUAL (For Chiropractors) #9514

SELLING SMILES! ADVERTISING MANUAL (For Dentists) #8961
Includes sample ads, newsletters, promotional letters, brochure copy, seasonal promotion ideas, clip art and much more. Make your Yellow Pages ads, other ads, mailings to patients, new resident mailings, clinic brochure, newsletters and everything else you do in print to promote your practice much more effective with the Advertising Manual. Non-Member Price: \$59.00 Member Price: \$39.00



COMPLETE "SUPER-SYSTEM"

SAVE AN ADDITIONAL \$162.00

#8957; #8958;
#8961 or #8961A;
#8959 and
#8964

All For \$799.00 #89SS

*MEMBERSHIP PRIVILEGES: With your purchase of Trak #1, you automatically become a SuccessTrak Member. As a Member, you'll receive periodic news

up-dates, special offers, seminar invitations and you may purchase all other SuccessTrak Programs at the discounted members-only price. You also receive six Consultation Certificates for your use in submitting printed promotional materials and/or advertising for constructive critique by Dan Kennedy. This enables you to send your planned Yellow Pages ad, Permyover ad, Val-Pak-type coupon, reactivation letter, etc. in and have it returned to you with specific recommendations for improving its effectiveness.

NEW — DAN KENNEDY'S REPORTS OF FINDINGS. Here's a package of 20 different 4-Page Reports, originally prepared for distribution to a select group of private clients in 1986. Each report focuses on a single issue in practice and contains Dan's observations from visiting offices and consulting with Doctors as well as specific "success prescriptions." #8966 All 20 Reports — MEMBER PRICE: \$39.95

NEW — STAFF & TIME MANAGEMENT. Single Tapes by Dan Kennedy with good ideas for the Doctor and staff members on in-office productivity. Based on a seminar originally developed and presented for a leading practice management company. #8967 MEMBER PRICE: \$19.95

NEW — NEW PATIENT FLOW "CONTROL FACTORS." Single Tapes by Dan Kennedy summarize the key factors that control a practice's new patient flow. Touches on internal and external marketing, advertising, public relations, Doctor and staff attitudes and much more. #8968 \$19.95

NEW — FOR CHIROPRACTORS: HOW TO INCREASE AUTO AND WORK INJURY PATIENT FLOW. Single Tapes by Dan Kennedy discuss working with attorneys and corporations, advertising and creating these specialized referrals from within existent patient base. Also: sample letters and promotional materials. #8969 \$19.95

NEW — THE ADVERTISING DOCTOR. Single Tapes by Dan Kennedy developed specifically for the Doctor writing, illustrating ads and increased in doing a significant amount of print, radio, TV and direct-mail advertising. Features discussion of CRITICAL CORE ELEMENTS that must be present to win big with advertising. #8970 \$19.95

NEW — PRACTICE PROMOTION WITH LITTLE OR NO MONEY. Single Tapes developed specifically for the beginning Doctor interested by a very limited promotion budget. Includes: Ten Things You Can Do This Week To Stimulate New Patient Flow That Cost Nothing.

DYNAMIC MANAGEMENT TECHNIQUES FOR THE PROFESSIONAL PRACTICE — HOW TO HIRE WINNERS, MANAGE EFFECTIVELY & MOTIVATE PEOPLE TO PEAK PERFORMANCE. 4 Audio Cassettes with an emphasis on creating a quality team, increasing internal patient referrals and gaining additional referrals from staff's circles of influence. This Program will pay for itself many times over! #8962 Non-Member Price: \$69.00 MEMBER PRICE: \$49.00

PRACTICE PROMOTION CHECKLISTS
1. Office Open House Promotion
2. Patient Appointment Week Promotion
3. Health Fair Exhibit
4. Reception Area
5. Back Care Class (For D.C.'s)
6. Spring Cleaning Promotion (For D.O.'s)
7. Daily Self-Motivation
8. Weekly Staff Meeting
9. Management By Statistics: Internal
10. Comprehensive Recommended Reading List Relevant To Practice Promotion

This Packet of 18 Sample Checklists will help organize your thinking and your promotional activities. Each Report contains very specific action-recommendations for improvement and growth in the practice. #8965 All 18 — Just \$29.95

HOW TO PROMOTE YOURSELF AS A SPEAKER — Manual. A winning strategy for community prominence and new patients through public speaking. A new, different and proven approach. #8963 Non-Member Price: \$29.95 MEMBER PRICE: \$19.00

SPEAK LIKE A PRO — FOR PR OR PROFIT (See Cat. Pg. 8)

PRACTICE-BUILDING SECRETS LETTER — Subscription. 12 Issues/1-Year for \$79.00. At least 4 pages each month filled with a variety of concise, easy-to-read, ready-to-use suggestions and strategies for getting a greater

THE SECRET TO A STABLE, PREDICTABLE MONTHLY INCOME

If there is a major, stress-producing drawback to the entrepreneurial life, it is the unpredictability of income. But there is a solution made-to-order for the prolific, creative information products marketer — a "til forbid" type of program!

"Tilforbid" means that you keep sending someone products on a regular schedule until/unless they forbid you to do so. Book clubs, for example, operate on this basis.

The ultimate twist to this, I think, is the automatic charge program. Under this program, the customer signs up to receive the monthly "whatever", and to have his designated on file credit card automatically charged each month when the "whatever" is shipped. Let's say you've got a "Cassette-A-Month" subscription, and you charge \$9.95 a month. Your total costs will be about \$1.50; your net \$8.45 each. 1,000 active subscribers equals \$8,450.00 a month. Every month, on the first day of the month, you waltz into your recording room; record that month's tape; and assess the 1,000 subscribers' credit cards \$9.95 each; and put your \$8,450.00 profit in your pocket — just like clockwork. Is there something comforting about knowing you're going to do this on the first day of every month? You bet there is. .

Obviously, you have to develop satisfied customers who trust you and value the information you put out for this to work. And you have to deliver a quality product each month, to minimize cancellations.

This is, incidentally, a perfect "second sale" for the professional speaker, to audience members who have purchased and are happy with a cassette package at the speech or the "seminar.

I know a guy, a vitamin salesman, who applied this idea to his business: signing customers up on an automatic monthly shipment. After 20 years in the business, he was going into his spare-bedroom office on the first of each month and processing over \$90,000.00 in credit card business! I also have a speaker-client who used this idea, for a very specialized monthly cassette for the top execs of his corporate clients — and, after three years, had over \$3,800.00 of automatic monthly charges to process.

PROVEN, COMMONLY USED "CONTINUITY OFFERS"

1. POSITIVE OPTION

You join a "club" and are notified each month of available items, but nothing is sent unless you order it.

2. NEGATIVE OPTION

Although still notified of new offers, the "featured offer" is shipped to you unless you return a rejection card by a certain date.

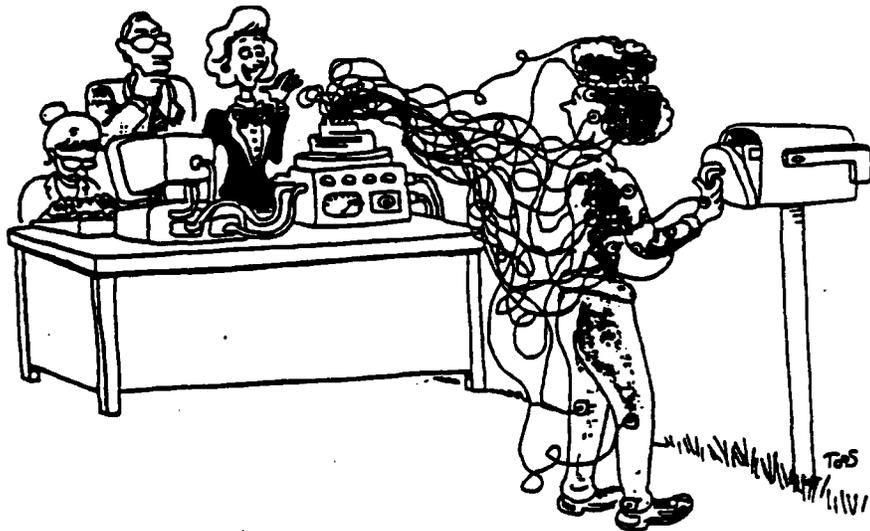
3. TIL FORBID

Similar to negative option: the customer authorizes you to ship and charge each month unless notified otherwise.

Note: in my opinion, #2 and/or #3 offer information product marketers the greatest opportunity for building up a steady, predictable monthly income and, ultimately, getting very, very rich.

4. MEMBERSHIPS

6-Month, Annual, even Lifetime.



"Don't mind us; just react spontaneously to our direct mail piece."

NOVEMBER 1990

FOCUS GROUPS

If any marketers believe in and use formal Focus Groups, usually organized and administered by experts in that field — often at costs of \$5,000 to \$50,000 per product/ project. One way this is done, for example, is a group of demographically selected people is organized, brought together, and shown your infomercial, ads, product, etc., when asked lots of questions about it and involved in group discussion about it. You (the client) will usually be absent altogether or hidden behind one-way glass, just observing. The objectives are to determine what the consumers respond well to, what they react negatively to, what they believe and don't believe, how they feel about price, etc. This presumably provides insightful guidance in improving the product or the marketing message or the delivery of the message, or all three.

I have many opinions about this, most of them less than enthusiastic. First of all, I think "such research is more viable for some kinds of products than for others. The great advertising genius John Caples (for whom The Caples Awards are named) said this about focus groups: "In an opinion test, people hesitate to reveal their selfish motives. For example, in an opinion test of life insurance advertising, an ad with the headline, 'What would become of your wife if something happened to you?' outpulled an ad with the headline, 'To men who want to quit work someday.' When these same ads were subjected to a mail-order sales test, the results were reversed."

There are countless other examples with the same result, proving, simply, that people lie to make themselves look good.

I also devoutly believe that most people do not know why they respond or buy, or why they don't respond or don't buy. They may be able to consciously analyze the logical parts of their actions, but they cannot analyze the emotional parts of their actions. I have seen almost unanimous agreement in a focus group, for example, that they prefer a "soft sell", resent the "hard sell" of the critiqued ad — yet the only version that works in reality is the "hard sell."

For these and other reasons, I am suspicious, cynical and cautious about attaching meaning to information gained via focus groups or other, similar forms of market research. However, with that said, let me also say I'm smart enough to try and learn something from such data when it is available and, given no budget restraints, I'd rather work with it than without it.

For those getting such research done or trying to do it on your own, I offer these few suggestions:

1. Never include friends, associates, relatives or others who know you in your opinion groups.
2. Never hire and pay a research firm without checking with clients of theirs, in businesses with some relevant similarity to your own.
3. Insist not just on the right demographic mix, but on some known direct-response buyers being in the mix.

HOW TO PUT TOGETHER POWERFUL MARKETING DOCUMENTS AND MATERIALS

The Effective Envelope

One purpose of the envelope is to get itself opened so that you get your message read. This is one of the easiest and most important jobs in postal marketing.

The "billboard" approach is what we call the "sneak up" approach. This is where the envelope is plain; it shows only the company name or ad message on it, and is designed to look like personal mail. This is most effective when it can be combined with some kind of personal cover letter inside — such as a letter typed on a word processor that periodically inserts the prospect's name into the body of the letter.

ACCESS TRAK, INC., a company that markets seminars and educational materials uses this approach quite a bit. The outside envelope shows only a Doctor's name in the return address area, and is blank otherwise. A letter to a Doctor from another Doctor tends to be passed on to him by his staff as personal and important mail.

If you are not using this "sneak-up" approach, then you should use the "billboard" approach. This way, you use the exterior of your envelope to sell the recipient on opening and reading your message. A good example of this type of envelope is the one from "Small Business Wealth Builder" reprinted on the following page.

A third, creative envelope design, particularly effective in business-to-business postal marketing, is an imitation of the overnight express services' packages. The "General Express Letter", printed in red-white-and-blue, is my invention, for use by General Cassette Corporation. It took a brief battle with the postal service by our attorney to get this approved for use, but we did win.

Still another variation of this idea is the "official looking envelope," such as the one I got from the Republican Party. An envelope that appears to come from a government agency or "bureau," can be effective in getting itself opened, but may also irritate or frighten the recipient. However, you may be able to find a way to use this idea "safely."

One insurance company, offering special programs for veterans, has used this idea in a mailing campaign that pulls an incredible 15% response rate. Their envelope bears this statement in bold, official-looking type:

NOTIFICATION OF CASH BENEFIT'S TO VETERANS

Other techniques you can use to distinguish your envelope from the rest of the recipient's mail

are:

- an odd-size envelope
- a dramatic color envelope
EXAMPLE: you might use a red envelope for a "final notice" mailing.
- rubber-stamped imprints added to the envelope
EXAMPLE: "Requested Information Enclosed"

COPYWRITING

I believe the most people can — and should — learn to write their own copy for their ads, sales letters, brochures and catalogs. After all, there are really only two main parts of the business of being an information entrepreneur; one, finding or developing hot products, and two, devising the sales strategies for those products. You certainly can do very well financially by doing only one of the two yourself and paying others to do one, but it's best if you can and customarily do both.

My book THE ULTIMATE SALES LETTER published in 1990 by Bob Adams and available in most bookstores gives you, in great detail, the exact 28-step process that I use every time I create copy for a sales letter, ad, brochure, catalog or even a television "infomercial." I urge you to get this book and study it and use it every time you sit down to write copy.

There are other good books on copywriting suggested in the reference section of this Manual, and many of these can be found for free at your public library.

I taught myself how to be a copywriter; I had no formal training; and I've gotten so good at it that I am a recognized and respected expert in the direct marketing industry, and command some pretty high fees as a freelance copywriter. The "Who's Who" of very successful companies and information publishers that hire me repeatedly and cheerfully pay what I ask is testament to the fact that I know what I'm doing — but also testament to the fact that anybody else of average intelligence willing to devote thousands of hours over a period of years to getting good at copywriting can do so. And, for many purposes, you don't have to be that good.

On the other hand, it is the copy that sells. There is no other component part of the information product marketing process as skill-sensitive as copywriting, and that's why most of the "heavy hitters" and big companies in direct marketing either employ highly skilled copywriters or use the services of outside, freelance copywriters of proven skill to do their work or, at the very least, to review and critique their ads and promotional materials.

Good copywriters are generally a good investment. Truly great copywriters are relatively few in number and quite expensive, but always a good investment providing the realistic potential of the project warrants their involvement.

If you are a novice going out in search of copywriting help, you are akin to a new-born goldfish hoping to interest a group of sharks in a game of Nerfball. The world is overflowing with "pretenders" who, in many cases, earn excellent livings by charging big fees for copywriting but never a second assignment from a given client. They go from one unsuspecting novice to the next, creating copy that fails. To help you navigate through this sea of sharks, I've prepared a directory of good, honest copywriters, provided on the following pages.

Who's Charging What? — Writers And Consultants

The excellent trade publication WHO'S MAILING WHAT broke the secrecy of fees typical to this business for the first time in 1985, when it published a directory of direct marketing writers and consultants and their "ballpark fees" for a "typical" project. By 1989, the participation in their annual directory reached 300 writers, consultants, designers, etc. It is from this 1989 directory and some research of my own that I have compiled this listing of writers and consultants I know to be true experts, and their ballpark fees for a typical direct-mail "package" including an outer envelope, four page sales letter, brochure, order device, and one extra insert. This information was accurate as of January, 1989. And, while the fees may have changed slightly since then and are sometimes negotiable, this still serves two purposes no matter when it is arriving in your hands: (a) it gives you a list of reputable, experienced, and generally successful DM experts, and (b) it gives you at least a general understanding of the fees and royalties you can expect to pay.

ALPERT O'NEIL TIGRE & CO. — Shell Alpert
23 South 4th Street, Lebanon, PA 17042

Fee: \$10,000.00+ to develop several rough versions and explanations of strategies; \$2,000.00 to \$5,000.00 each to complete. Many of their clients have continuing relationships and enjoy going to rural, "relaxed" Lebanon, Pennsylvania for several days at a time, for brainstorming and work sessions.

BOB BLY

174 Holland Ave., New Milford, New Jersey

Fee: \$3,000.00 to \$4,000.00. Does "business to business" only, no "consumer."

DAN S. KENNEDY — see Kennedy & Associates Consulting

EDWARDS — PULLIN/EDWARDS
SULTING
LaVerne Circle #100, Long Beach, CA 90814
\$2,500.00 to \$5,000.00.

EGNAM
Response Road, Holiday, Florida 34690
\$12,500.00 and up. From the "lots of copy"
"garish" schools. Rene is, in my opinion, one
of the brightest minds in the direct marketing
business. Visiting clients stay on his Florida
beach."

FRY HALBERT
Fee: High! And almost always with royalties. A
true "genius" in this business. Semi-retired. Edits/
publishes a newsletter which I subscribe to and
highly recommend.

GAUTHORNE COMMUNICATIONS, INC.
136 West Depot, Fairfield, Iowa 52556
Fee: \$10,000.00+. Specializes in for-TV
infomercials.

GAJME, RATALAHTI, INC. — Bill Jayme
1033 Bart Road, Sonoma, California 95476
Fee: \$20,000.00+.

KENNEDY & ASSOCIATES CONSULTING —
Dan S. Kennedy
5818 N. 7th Street #103, Phoenix, AZ 85014 or
5515 N. 7th Street #5-149, Phoenix, AZ 85014
Phone: 602-997-7707
FAX: 602-269-3113

Fees: for this package — \$3,850.00 to \$5,000.00,
usually plus royalties or use fee. Will do: sales
letters only; entire literature packages; media ads;
audio-tapes; video tapes; and infomercials. Also
available: critique service for existent materials —
average \$150.00 per piece. One-day consultation
in Phoenix: \$2,500.00. In addition to base fees
and/or advances, royalties typically run anywhere
from 1% to 5%, sometimes with a cap. If his
assistance is inappropriate for your project(s), he
will refer you to another source.

Mr. Kennedy is the Author of this Course; THE
ULTIMATE SALES LETTER (Bob Adams, 1990
- available in bookstores); THE ULTIMATE
MARKETING PLAN (Bob Adams, 1990 -
available in bookstores, late 1990/early 1991);
SUCCESSFUL MARKETING STRATEGIES
CASSETTES and SUCCESSFUL DIRECT
MARKETING STRATEGIES CASSETTES
(Empire Communications Corp.); and has over 10
years' experience in direct marketing.

JACK KUHNEMUND
2650 NE 25th Street, Lighthouse Point, Florida
33064
Fee: \$5,000.00 to \$15,000.00 plus royalties or use
fees. No travel or meetings. Clients with ad
budgets of \$100,000.00+ only.

GALEN STILLSON
1442 Red Oak Drive, Tarpon Springs, Florida
34688
Fee: \$5,000.00+, royalties negotiable.

JOAN THROCKMORTON
1175 York Ave., New York, NY 10021
Fee: \$10,000.00+.

EXPLANATION OF TERMS:

Fees — A flat fee charged for a certain service or
project.

Royalties — In addition to or in lieu of a fee, a
royalty of X% XS or X% tied to sales or profits
(usually sales).

Per Use Fees — In addition to or in lieu of a fee, X%
or XS per use. Examples: 1/2¢ per unit mailed;
\$.50 per airing of an infomercial.

Advance — In lieu of a fee, an advance payment
against royalties or use fees.

Retaining — Usually an annual, semi-annual or
monthly fee or advance against fees, royalties,
etc., used to assure availability and, in rare cases,
exclusivity of the consultant to the client.

"IF YOU THINK HIRING A PRO IS
EXPENSIVE, GO AHEAD AND
TRY HIRING AN AMATEUR."
— 'Red' Adair

TYPESETTING

The preparation of your information products
can be extremely expensive. Keeping tight control
of these costs is important for a very simple reason:
every dollar that goes into product prep has to be
taken away from marketing.

"Phototypesetting" is the 'Cadillac approach' to
preparing printed materials. In some cases, it's
essential. A book to be sold through bookstores,
for example, just about has to be professionally
typeset. Costs for typesetting and related prep to
camera-ready art vary widely; I've seen rates from
\$7.50 a page to \$40 a page. Even at the low end, a
200 page book can cost over \$1,500.00 to get
typeset. In the past, in my companies, we've had
professional, computerized phototypesetting
equipment and capabilities in-house, but even then
I preferred to use it for ads and sales literature
rather than the products themselves.

At the opposite end of the spectrum, is the good
old-fashioned typewriter. Most of this book was
prepared on a glorified typewriter; in this case, a
Xerox #610 Memorywriter. And, for a mail-order
product, this method is perfectly acceptable.

An in-between method is what is commonly
called "desktop publishing," done with the PC —

Personal Computer — and software specifically
set up for sophisticated word processing and layout
capabilities. Many of our books were originally
prepared with this method, using a Xerox computer
system that, in retrospect, I wish we had never
purchased. With 20/20 hindsight, I can tell you
that you cannot beat Apple computer products for
desktop publishing.

If you don't own and don't want to buy
equipment, you have several options. Some public
libraries and some instant/storefront print shops
have typewriters, word processors or computers
set up for desktop publishing available for use or
rental by the hour. In our area, many AlphaGraphics
print shops have Apple systems you can use for a
small hourly charge.

If you don't want to do the work yourself, you
can shop around for the most appropriate provider.
Depending on your needs, that might be a
professionally typesetting company, found in the
Yellow Pages; a typing and secretarial service; or
a college kid you can hire for a few bucks an hour.
One is not necessarily better than the other, different
methods are right for different projects.

In my business, we publish two different monthly
newsletters, which are printed as 8-page tabloids
on newsprint paper. I prepare these myself, on the
Memorywriter. Some of our books and manuals
are typeset, others prepared on typewriters.

ART

"Commercial art" is the design and paste-up of
camera-ready layouts for brochures, flyers, ads,
catalogs and other marketing materials. There are
freelance commercial artists, some printers employ
commercial artists, and most ad agencies employ
commercial artists.

The information entrepreneur needs these people,
but needs to keep a cautious, skeptical eye on their
work. I find that many of these people, probably
out of sheer boredom, tend to be excessively
"creative" just for the sake of creativity, without
regard to or understanding of the sales process.
Brainerd Mellinger, the creator of the International
Traders business, was relentless in cautioning mail-
order entrepreneurs about the dangers of giving
these creative types free rein, and he was absolutely
right. It seems like I have done battle with these
people all my life, and I guess that will never end.
They're constantly trying to sneak in some hard-
to-read, trendy new typestyle; insisting that the
quantity of copy I want to fit in a given space won't
fit there; and otherwise gumming up the works.
Fortunately, more than half of the commercial art
work I need is done by my father, and we've
worked together off and on for over a dozen years,
so he is intimately familiar with my style preferences
and generally adheres to them without dispute or
difficulty. You will not have such an advantage.

You must insist on straightforward layouts that
are controlled by copy. Headlines must stand out

es. Coupons should instantly be
ie as coupons, and almost always belong
rest right-hand corner. Simple block
s usually preferable to the fancy stuff.
e: 8, 7 even 6-point type can be used and
ad. Build up files of sample, successful
r ads to emulate, and to show your layout
s examples of what you want.

u can find someone to work with who has
uccessful experience in preparing materials
il-order companies, that can be helpful and
ay occasionally get good ideas and advice as
us. Otherwise, do not be intimidated by the
s years of experience — if it's not mail-order
rience, it's not relevant.

ou also cannot afford to pay Madison Avenue
es for fairly simple, 'journeyman' commercial
services. When I use outside freelancers, I look
a finished per-page cost, including typesetting
d layout, of \$1.50 to \$200. I've paid as little as
30 and gotten good work.

If you look around long and hard enough you
can find a freelancer working out of his house who
will be very happy to have you as a client. Most
freelancers advertise in the Yellow Pages under
"Artists — Commercial."

A word of warning: don't get the bright idea that
you can save some money by going to a School for
artists and use students. Most of the graduates of
these commercial art schools go into shock when
they get out into the real advertising world. In
school, they may have been given a month to
complete a project that the real world allows one
hour for. They have also been encouraged, even
pandered to in "being creative." These students as
well as the recent grads can screw up a mail-order
ad so badly you'll never again get it straightened
out.

PHOTOGRAPHY

In most cases, adding photographs of products
to sales literature increases sales. And, the
photographs do need to be good ones.

I've gone both routes: do-it-yourself and hiring
professional photographers. In many cases, I've
been very disappointed in the professional
photographers I've hired. I've had to fight with
them to get what I wanted. Some have wanted to
be "creative" without regard to the sales purpose
of the photograph. Others have taken much too long
and thus charged way too much for their work.
However, with that grumbling aside, I will admit
that a good, true pro can make a big difference.

We had a pro photograph our MONEY/
BUSINESS/SUCCESS Course-product and adding
it to our sales literature has helped significantly. I
can actually measure a difference in sales before
versus after the use of this photograph. Just having
this one photograph taken cost \$350.00, and that
was in 1987; today I'd guess I'd pay around \$500.00.

On one hand, that is a lot of money for one messy
picture. On the other hand, we sell the pictured
product for \$249.00 and have over \$200.00 in
gross profit per product, exclusive of costs of sales,
so it's pretty easy to justify the investment in the
photograph. We probably recouped it the first
month and have continued using it for more than
three years.

I have clients who invest \$10,000.00 to as much
as \$50,000.00 just in the product photography for
their catalogs, and they consider it a wise and
necessary investment.

If you happen to have photographer skills or
would like to develop them as a hobby, you can
obviously keep a lot of money in your pocket by
doing your own product photography. At the
moment, we happen to have an employee on staff
who has pretty good skills and is actively working
at getting better, and he has been able to take a lot
of our product photographs in the past year, for our
catalogs, brochures and ads. We use a pretty basic
35mm camera set-up, which I bought for about
\$400.00. I figure we recouped that investment
with the first photography session.

I think this is an important enough aspect of this
business that I've set as a goal for 1991 to learn how
to do my own product photography and to invest
another few hundred dollars in some special lenses
for the camera to facilitate a good product
photography.

I've found a fantastic source of information —
INTERNATIONAL PHOTOGRAPHER
MAGAZINE, and I'd strongly suggest you get a
copy and explore all this organization, The
International Freelance Photographers Association,
has to offer. Write: INTERNATIONAL
PHOTOGRAPHER MAGAZINE, Box 18205, in
Washington, DC 20036-8205. I think you'll be
amazed at the wealth of useful information these
folks put out.

PRINTING

I have enjoyed a tremendous advantage in this
business of being an information entrepreneur: I
"grew up" in the graphics industry and have known
too much to ever be taken advantage of by excessive
prices or 'snow jobs.' My father owned his own
commercial art studio and typesetting business for
many years and in 1973, 1974 and 1975, I owned
and operated my own advertising agency and
typesetting shop, and worked closely with a printer
in Akron, Ohio. I've also brokered printing for
commissions and, at various times, had a full print
shop inside a manufacturing company, had a
partnership interest in a print shop, and sold a
printing business. Consequently, I read all the
printing industry trade magazines, occasionally
attend the industry trade shows, and generally get
the lowest insider prices and agency-broker
discounts.

It is very common for the budding information

entrepreneur to go broke while making a printer
rich, and I want to help you avoid that path!

One of the best money-saving tactics I've learned
in recent years is to print catalogs, booklets,
newsletters and flyers on "newsprint" paper
whenever possible. This is about the same as the
paper in your daily newspaper or the shopper-type
publications, like the "PennySaver." Today's
printing technology can deliver good quality black
or color printing and reproductions of photos on
this type of paper. In quantity runs of 5,000 or
more, this type of printing is incredibly cheap. And
its light weight is often helpful in keeping postage
costs down.

You can usually find a couple of printers in your
own area that specialize in this type of printing.
Sometimes the local newspaper or 'shopper'
companies also take in outside printing jobs, in
addition to publishing their newspapers. Or you
can contact the company we use and are very
happy with: WEBCRAFTERS INC., 2115 S.
Wilson Street in Tempe, Arizona 85282. You can
call Mr. Jack Schneider there at 602-966-6922 and
tell him that I suggested you call.

For many years, I searched for a good company
to get my books and manuals published in small
quantities at reasonable prices. We can make good
money publishing a very specialized paperback
book that may only sell 500 copies in a year's
times, but there are very few book printing
companies that welcome such small press runs.
When my company had its own in-house print
shop, we solved this problem by printing the books
internally, then taking them to a bindery and paying
just for the binding services. This way, we could
get, for example, a 5 1/2 x 8 1/2 inch size perfect-
bound paperback book with 150 pages that looked
like those sold in bookstores produced for about
\$2.00 each, in very small quantities. The first
editions of my books: KENNEDY ON MONEY/
BUSINESS/SUCCESS, CONFESSIONS OF AN
ENTREPRENEUR, CONFESSIONS OF A
SALES SUPERSTAR, IT'S ABOUT TIME (co-
authored with Bill Brooks) and SECRETS TO
GUARANTEED GOAL ACHIEVEMENT (co-
authored with Foster Hibbard) were all produced
this way. Thousands of copies of these books have
been sold at an average price of \$10.00 each
through mail-order, speaking engagements, to
libraries, even in a few bookstores.

If you have a close friend or business partner in
the printing business, this method may work for
you, too. But if you have to pay "retail" for the
printing as well as the binding, it will prove
economically impractical.

I finally found several good companies that
specialize in small quantity book publishing at
reasonable prices, and we use different ones for
different purposes. With this "stable" of vendors,
we can produce as few as 250 copies of a perfect-
bound book in as short a time as two weeks.
Obviously, depending on the size, number of pages,

... costs run anywhere from \$1.50 to \$3.00 for quality paperback size (5 1/2 x 8 1/2"), a lot more for oversize (8 1/2 x 11"). One way to save money is to get a "bound galley" rather than a real book. Big publishing houses have "bound galleys" put together of their soon-to-be-released books and they circulate these to bookstore owners and reviewers. The quality of the paper, the covers, even the binding glue is of slightly lower standard than for books, but in many mail-order situations it doesn't matter.

One of the best of these vendors is Crane Duplicating: 508/362-3441. However, you may find it's a lot easier to let us handle all these decisions and details for you. Typically, we add about a 15% mark-up to all the "hard" costs for our services — so, on a \$1.00 book, you're only paying an extra 15¢ to have knowledgeable people take the whole thing off your hands and make sure it gets done right.

I'd also like to advise you to sacrifice a little profit in order to put most of your money-ammunition into marketing, not inventory. With a new book, for example, if it cost \$3.00 each to produce in 250 quantity or \$2.30 each to do 2,000, I'll sacrifice the extra profit and just do 250. I hate having money tied up in inventory, sitting in a warehouse, when that money could be working, making more money through marketing. (For this same reason, when I was running a cassette manufacturing operation, I was a real innovator in inventorying partially completed components and only assembling finished product to fill actual orders, so I really never had dormant inventory. This year, for my own audio products, I developed a new "universal" package for all my products, which will eliminate about \$10,000 of inventory of printed "trap-ins" — the front and back covers that slip into the vinyl albums. Well, that's \$10,000.00 that comes off the shelf permanently and gets to work.)

I once had a client who was 'economy of quantity' crazy. He just couldn't stand to give up that extra quarter or half-dollar. Printers loved this guy. Every printer bumped him from 1,000 to 2,500; 2,500 to 5,000; 25,000 to 100,000. In very short order, he was inventory rich but cash poor. When he went out of business, there was well over \$110,000 worth of unused printed material in the warehouse, no cash in the bank, and lots of past due printer's bills to boot. It's easy to fall into this trap. A company I took over, when it was in deep financial trouble, had gone down the exact same path: its warehouse was full of printed materials and even though much of it was getting out-dated while sitting there, it was all carried on the company's financial statements as a big asset. But the company had no cash to advertise or promote with and was in hock to every printer in town.

I am especially fond of products that can be produced literally as they are sold, tying up no money in inventory! For example, our KENNEDY COURSE ON MONEY/BUSINESS/SUCCESS

includes a 300-page Manual that goes in a 3-ring notebook. We don't sell a lot of these; last year, maybe a couple hundred. But we sell it for \$249, so saving 25¢ here and there via mass production just isn't very important. We have these Manuals made up at a high-speed copy shop one-at-a-time, as needed. If I had, say 500 printed and packaged, I'd have nearly \$4,000.00 tied up in inventory, just for this one product. I'd rather have that \$4,000.00 revolving, paying for a magazine ad each month.

Assuming you have a finite amount of money to invest in your business, this kind of thinking can be extremely important to you.

This approach is particularly useful when you have an opportunity to sell a small number of high-priced information product. We have one Home Study Course that sells for \$800. We may only sell a dozen of these in a year's time, but it's worth it as long as we can produce them as needed, one at a time.

This same approach is also useful if you develop a large list of 'titles.' At one time, I had sixty different three and four-page "Reports" that I marketed by mail to a relatively small list of about 1,000 customers. Each Report sold for \$5.00 to \$15.00. In six months' time, I probably sold only about 500 Reports. Mass-producing these Reports would have killed me. Instead, the Reports were simply made up right on my own in-office photocopy machine, corner-stapled, stuck in envelopes and mailed to the customers. I had absolutely no investment in inventory and made about \$4,000.00 clear profit from this little venture.

When I owned a cassette manufacturing company, one of our clients put out a catalog of metaphysical, hypnosis and self-help audio cassettes. He offered over 300 different single tapes in his catalog, most at \$12.00 each. He didn't want to inventory 100 or 200 of each tape — at just 100 each, he'd have 35,000 cassettes sitting on the shelf! We kept the 350 master-tapes on a rack and made cassette copies on our smallest cassette-to-cassette duplicating machines as his orders came in, and charged him \$1.50 each. This arrangement made it economically feasible for him to develop his business with the 'unique factor' of the huge variety of titles from the very beginning. Today his mail-order enterprise does several million dollars a year and he is a very wealthy fellow. Had he tied up his start-up capital in inventory, he probably would have gone broke.

I might add that he had to talk with quite a few cassette companies before finding one — ours — who would work to meet his rather unusual needs, which only serves to prove that if you will patiently and persistently seek out enough vendors, you will eventually find one who will welcome your business on your terms rather than force-fitting you to their terms. This is very important to accept and understand — otherwise, you will inevitably pay too much for services that do not really meet your needs.

Now, let's talk about full-color printing. If you decide to put out a full-color brochure or catalog and go to your local printers, you will usually get clobbered price-wise. There are companies that specialize in low-cost full-color printing exclusively for the direct marketing industry. They keep costs down by "ganging" your job with others' jobs, all on one huge sheet that runs through the biggest, most efficient high-tech printing presses in existence. Many small printers "job" color work out to these companies, too — paying the same price you could be going direct, then marking it up to you. I did this when I had my ad agency, and when I brokered printing. Often I as much as doubled, even occasionally tripled the price! By dealing directly with these specialty printers, you can save a bundle.

Here are two of the best, that specializes in full color printing in relatively small quantities, at low prices:

US PRESS in Valdosta, Georgia —
For Prices And Samples, call 800-227-7377.

ECONOCOLOR in Florence, Kentucky —
800-877-7405.

It's extremely important to shop around and get at least two price quotes on every printing project — in total, you'll save a great deal of money.

Last, I'd like to caution you about getting lazy about this competitive quoting. If you develop a good working relationship with one particular printer and do a lot of business with him, you'll naturally drift into just automatically giving him the next job without questioning his price. Believe me, most printers are well aware of this tendency of customers, and use it as an opportunity to "inch" their prices up without being noticed. At least every couple of months, you should take the printing jobs over and over again out for new bids from several printers.

SAVING MONEY BY ACTING AS YOUR OWN AD AGENCY OR PRINTING BROKERAGE

If you see that you are going to be buying a lot of printing from out-of-the-area, specialized sources, such as those advertising in GRAPHIC ARTS MONTHLY, it may pay you to deal with them as an advertising agency or a printing broker rather than as a direct "customer."

This simply requires you to establish a different address and phone number and get some letterhead and business cards for a name of an agency you invent, such as "Smith Creative Agency" or "Smith Printing Services." Often, you'll get a discount of 5% to 15% from the suppliers' lowest rates or buy based on a wholesaler's "for the trade only" price list. If you spend \$100,000.00 a year with these type of suppliers, this strategy could easily save you \$10,000.00 to \$20,000.00, maybe even more.

Note: In some cases, we will provide typesetting, layout and design services only or in combination with my copywriting services and/or in combination with my brokering/managing your printing of brochures, catalogs, DM-packages or books. We can often save you money and take a lot of hassle out of your life. Feel free to call and discuss your needs with Paul Kennedy at my office: 602-269-3111.

A FEW WORDS ABOUT COLOR

A test of a plain white stock vs. a gray textured stock for an order form in a direct-mail package showed that the gray textured stock improved response by over 17%. In a non-profit solicitation test, a gold-colored reply envelope performed 7% better than a white one. A direct marketer of collectibles found a whopping 46% improvement with textured stock vs. ordinary bond. In a series of tests, return on investment improved as much as \$825 for every additional dollar spent on colored and upgraded stock. (Source Direct Marketing Association)

My own experience has not duplicated these dramatic results, but have, more often than not, established that judicious use of color and premium papers pays off. -

Most paper companies/paper wholesalers have account reps

who do not service the printing industry, they call on ad agencies and graphic designers, hoping to stimulate the specifying of their papers when a job actually gets to a printer or publisher. If you contact the paper companies in your area and position yourself as a creative agency, one of these reps will call on you, supply you with a huge "sample box" of available papers, and keep you informed of new types, textures and colors as they become available.

In the marketing of information products, I remain unconvinced that full color (four color process) necessarily out-performs materials printed in black-plus-one-color, however some full-color. "somewhere in a DM-package or catalog inarguably aids in attracting attention and conveying credibility.

Color, coincidentally, is much more important with catalogs and brochures than with direct-mail packages.

Designing The Effective DIRECT-MAIL ORDER FORM

1. CLEAN. ORDERLY DESIGN. When you confuse, you lose!!! Your Order Form must be easy to understand and to fill out, or it will discourage the lazy, or unintelligent buyer.
2. MAKE IT EASY TO LOCATE Don't hide the Order Form.

3. MAKE IT EASY TO PAY & EXPLAIN HOW TO PAY.

4. RE-STATE THE GUARANTEE ON THE ORDER FORM.

5. ADD IMPULSE ITEMS TO THE ORDER FORM. Most successful catalog marketers consider the Order Form one of the prime sales positions in the catalog! Adding one or two high impulse items to the Order Form will produce significant extra profits. (This is the same idea as having impulse items piled next to the cash register in a retail store.)

6. STATE DELIVERY TIME ON THE ORDER FORM Research has shown that the promise of fast delivery printed right on the order form can increase response by as much as 25%. The most powerful promise of all is "your order shipped the same day we receive it!" - but don't promise it if you can't do it.

"BRIEFLY. ABOUT CATALOGS..."

Catalogs should really be a collection of direct-mail offers, in miniature! The same principles for writing copy that sells that work for a complete (solo) direct-mail package apply to writing a one paragraph sales pitch for one of seven items on a catalog page.

Ideally, the novice postal marketer will begin thinking about a catalog only after he has built a solid, loyal customer base. And, the information product marketer can gradually develop a catalog via the advertising in his own newsletter.

The most knowledgeable, successful expert on building a catalog business that I know of is Gerardo Joffe. and his book on mail-order is listed and recommended elsewhere in this Course

The success of a catalog will depend on these factors, probably in this order,

1. Target market selection.
2. -Specialized product selection.
3. Unique Factor(s) to avoid junk mail connection with hundreds of other catalogs.
4. Placement of products in the catalog
5. Copy
6. Graphics
7. Prices, discounts, premium offers

CATALOGS

If you are going to invest in the development of a catalog and see yourself as a catalog marketer; you will find it valuable to be kept abreast of the various ideas and techniques being tested by cataloguers and the results they're getting. For this purpose, you should subscribe to the Maxwell

Sroge newsletter: THE CATALOG MARKETER.

For information, write:

Maxwell Sroge
Publishing Inc. 731 N.
Cascade Ave.
Colorado Springs.
Colorado 80903
Phone: 303/633-5556

Where To Place An Item In The Catalog.

The general rule is (that the best items should go in the best locations. The reasoning behind that is. if a particular location increases sales by a certain percent on an item, that percent applied to a high sales figure will result in a bigger increase than if it is applied to a low sales figure.

In Chapter 5 it was said that the best locations. in diminishing order of importance, are (he following: front cover, back cover, (he first two-page spread of merchandise in the catalog, the inside back cover and the page opposite it. the center spread, and pages adjacent to the order form if the form makes the catalog break open at a place other than the center. These preferred pages are the places to put the best sellers (unless there were items that created unusual catalog interest).

After these locations, the remaining better merchandise should go in the front half of (he catalog, and the weaker should go in the second half.

This assumes, however, that the merchandise does not also have to be grouped by categories. If the merchandise should be kept together by category, then the better categories should go in (he better locations

There is one special location that I have not discussed so far - (he order form. The order form is also one of the most productive locations in the catalog. But. because it is the place (where every customer turns when he or she wishes to order, it is peculiarly suited to displaying add-ons, that is. items which the customer decides to buy after making the main purchasing decision.

These add-ons, or impulse items, constitute extra business, which boosts the average order, and should take precedence over items with higher sales. I usually give these items very small spaces and put many of them on the order form.

Source: HOW TO BUILD
A MULTI-MILLION
DOLLAR CATALOG
MAIL ORDER BUSINESS
BY SOMEONE WHO DID

by Lawson Traphagen Hill

SAMPLES

The following pages present Envelope Design samples representative of the ideas discussed in the previous text.

The first two pages are the front and back of a #10 envelope containing literature selling a newsletter subscription.

The next is an "official envelope," used in a fund-raising and pr. campaign by The Presidential Task Force.

Last, is the GENERAL EXPRESS ENVELOPE, designed to resemble the packages used by the overnight delivery services.

FRONT
#19



The Aden Sisters,
Panels and Mary Anne

INSIDE:
The remarkable story of the
two sisters whose forecasts
have taken the investing
world by storm.

Mr. Dan Kennedy
Box 11741
Phoenix, AZ 85017

B-075

PLUS: *The Adens' secret of investing
success ("you can get very rich by staying just one small step ahead of the crowd"). (See page 4 inside.)*

BACK
#10

“Uncanny accuracy in foretelling the future...”
—The Times of London

“The amazing Aden Sisters have made believers out of a world of skeptics.”
—James O. Blanchard III
World Money Analyst

“One of the best track records in the business . . . Uncannily accurate . . . In a class all their own.”
World Money Analyst

“Remarkable accuracy . . .”
Chicago Tribune

“Startlingly accurate . . .”
New York News

“As best we can tell, they’ve been picking tops and bottoms—with deadly accuracy since 1976—for gold, currencies, interest rates and the economy.”
Silver & Gold Report

“Truly a remarkable track record.”
Market Alert

“Among the world’s most respected economic analysts . . .”
Fuel The Money Management Magazine

“The Adens have an uncanny talent for being correct in their forecasts . . . A force to be reckoned with.”
Bucks Mountain News

“The Aden sisters’ predictions (have) become legend . . .”
Evening World

“Their word is often as good as gold . . . Pam and Mary Anne Aden have become celebrities, their reputations enhanced by tales of the incredible accuracy of their predictions.”
Los Angeles Herald Examiner

“Sisters’ Accuracy Stuns Economists”
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Andy Shuman, Director, Investment Funds of

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Front of a 9x12

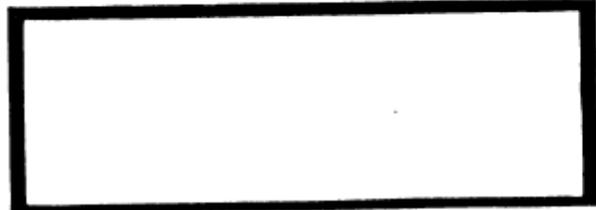
CONTROL #: 130254		DATE 08/09/85	SERVICES: CHECK ONE BOX <input checked="" type="checkbox"/> Overnight Envelope (up to 5 lbs.) <input type="checkbox"/> Priority Letter Service <input type="checkbox"/> Overnight Tube (up to 5 lbs.) <input type="checkbox"/> Other (Specify) _____
FROM (YOUR NAME) Presidential Task Force 440 First Street N.W. Suite 700 Washington, D.C. 20001			
DELIVERY AND SPECIAL HANDLING: CHECK ONE <input type="checkbox"/> Deliver <input type="checkbox"/> Saturday Service Required <input type="checkbox"/> Special Weight Package		<input checked="" type="checkbox"/> Photo Enclosed: <input type="checkbox"/> Do Not Bend <input type="checkbox"/> Other Special Service	SPECIAL INSTRUCTIONS <i>What material do you send</i>
RECIPIENT COPY AFFIXED TO PACKAGE		TO: (RECIPIENT'S NAME) Mr. Dan S. Kennedy General Cassette Corporation 8150 N. 7th Street Phoenix, Arizona 85020	

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CREATIVE INSIGHTS

SHOUT!

Big, blaring eye-stoppers, attention-getters, interest-grabbers and not-too-subtle teasers are helping direct mailers increase response and lower cost-per-order.

By Joan Throckmorton

Direct marketers too often misdirect test analyses of direct mail losers to the inside components of the package, instead of focusing on the outer envelope. I strongly suggest that today most (read "all") test failures start with the outer envelope. Many more than we suspect never get opened.

Smart testers know this, too, and they show it in their mailings by repeatedly testing and using outer envelopes that intrigue, involve, entice and cajole the reader to go inside.

And I'm not just talking about the consumer mailbox, either. Fund-raisers and business-to-business mailers have also jumped on the bandwagon. Competition in every direct mail area is forcing us to work harder to make our mail stand out.

Serious creative testers like Conde Nast, Rodale, Meredith, Hume, Time Inc. and Greenpeace, among others, seem to have found that shouting works. And, sometimes, in shouting they've learned to spend more to get more, especially on the outer envelope.

What will happen to direct marketers if the Postal Service, within the next few years, begins to cut back on the already limited capabilities with outer envelopes? I suggest we all start practicing how to stand out in a crowd now: so we'll be ready if new postal regulations come in. Try using loud words, colors that shout and big pictures on the outer envelope, and carry it right on inside the package.

Remember, we're asking only one thing of these outsiders—to get opened. Nothing more. And they can do it by veiling, puzzling, intriguing—teasing in almost any way they want. The letter, brochure and other components must take it from there.

Words are important, but in this

Joan Throckmorton is president of Joan Throckmorton, Inc., and a direct marketing consultant with more than 20 years' experience in direct mail and mail order. She is the author of Winning Direct Response Advertising: How to Recognize It, Evaluate It, Inspire It, Create It, published by Prentice-Hall in 1986.



Setting attention-getting words like "STOP" and "ZAP" in large type is a great way to make a mailing shout. Using big pictures is also effective. Many direct marketers who have avoided the big picture approach really should reconsider possible applications.

case, fewer words are more important. And big ones even more so. Most of the successful big words on outer envelopes don't tell much. These are words like "CLOUD," "TRIGGER," "STOP," "OPEN" or even "IS WIT DEAD?" or "ZAP!"

Big words are key
Big, strong words don't have much time—perhaps less than a second—so they have to grab the prospect's attention, fast, making the recipient stop.

They should elicit the question "What?" with a small brown. "What are they talking about?" The reader wonders—then pauses just long enough to open the envelope. And

if the writer has done a good job, with a fast follow-through on the letterhead or brochure or reply card, the reader gets involved instead of tossing the contents in the garbage and feeling tracked.

For example, if you promise a "secret inside," you'd best reveal it quickly—or if you claim "CLOUD" on the outer, your first job is to clarify and strengthen the idea in the letter.

If the job is well done, the tease is immediately and compellingly explained, and you've moved on to step two—"What is this, and why should I care?" If not, again, into the wastebasket it goes.

Another way of shouting with words is to use stickers, peel-offs and other involvement devices. And they pay. A big red sticker with a deadline or a "Preferred Customer Notice" or "Open Now" message also pulls them in, especially when affixed to an outer with big pictures

and very bright colors

All right. Next—colors that shout. Big colors. Color itself is a big business today. Molding and shaping tastes and preferences for color is not left to amateurs.

Some colors turn out to be lads that fizzle fast. Others become major trends, starting slow and building over a two- to four-year period. Colors can be tagged to an historic period—a decade or an era—and then brought back to the present in a rush of nostalgia.

Shouldn't the users then include direct marketers, too? The shouting colors that were in 10 years ago—the bright primary and secondary reds, blues, yellows and greens are still suitable for some of our products, but they don't attract as much attention today as light purples, bright pinks and blue-greens.

Sure golds and bright yellows with black type are more compelling now than ever before, but some of the best shouters are winning with golds, oranges, pinks and reds, or with new-old nostalgia colors that have a more current feeling.

Whisper it in flat, dull half-tones of blue, green or brown, and your prospect may pass you by. Shout it in gold and black, and your prospect will stop. Tease them with bright pinks and turquoise, and they'll listen.

And, by the way, some textures and "lined" stocks are popping up too, especially in business-to-business mailings. Note those wide-ridged krafs, the greys, and the tans.

Pictures also essential
Big pictures on the outer envelope also grab attention. There's nothing new about that. Look at Time-Life Books, Grollier, Meredith Field and Doubleday, as well as all the sophisticated mailers.

continued on next page

Outer envelopes

I confess: For many years, I didn't pay enough attention to outer envelopes when studying direct mail. As a copywriter, I was always more intrigued by the design and the writing of the piece.

But, ever since I started doing my own mailings, I realized just how important the outer envelope can be. Right now, let's concentrate on outer envelopes used in *business-to-business* mailings only.

To Tease Or Not To Tease?

I could easily write a whole column on how to write envelope teasers. And I will — soon.

But, while I still believe teasers can be tremendously effective, I have become conservative of late, and in many mailings I am advising clients to use plain envelopes.

We are getting good results using this tactic, and the reason, I suspect, is the increasing volume of direct mail people are receiving at work. Buried under a mountain of paper, many executives and entrepreneurs now instantly trash anything they perceive as containing advertising materials. And clearly, the use of a teaser does identify your package as "direct mail."

Disguising Your Direct Mail

To combat this, you can "disguise" your mailing, using an outer envelope designed to make your package appear to be normal business or personal correspondence rather than direct mail.

Here's how to go about it:

1. Use a #10 envelope or monarch envelope — the sizes used for personal correspondence. (A 6-by-9-inch envelope, for example, is immediately perceived as direct mail.)

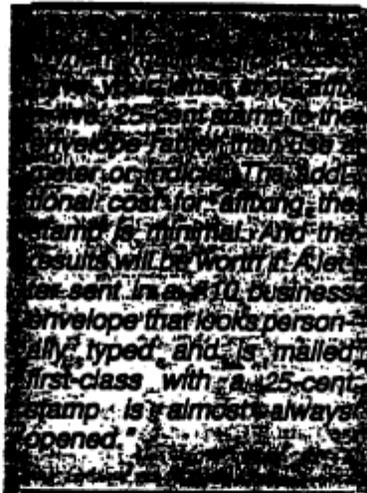
2. Use a computer to type the recipient's name and address directly on the outer envelope. This can be done by a letter shop or in-house. (Many printers and office supply



Robert W. Bly is a free-lance copywriter specializing in business-to-business and direct response advertising. He is the author of 15 books including *Direct Mail Profits: How To Get More Leads And Sales By Mail*, available from Asher-Gallant Press — 516/333-8221. Bob Bly can be reached at 174 Holland Ave., New Milford, NJ 07646 — 201/599-2277.

catalogs now offer envelopes on continuous sheets that can be fed into your personal computer's printer.)

3. If you are using a letter shop to computer-personalize your envelopes, ask to see a sample first. Many of the inkjet and some of the laser systems produce an undesirable computer-generated appearance. (This is especially true of desktop publishing systems.) Your envelopes should look as if they were typed on an IBM Selectric.



4. Use a good quality stock for envelopes. Better paper creates a better impression and makes your piece look classy and important.

5. Mail first-class instead of bulk rate third-class. The cost difference is \$95 per thousand pieces mailed. This is insignificant for the typical business-to-business marketer who mails only a few thousand pieces. Once you get into quantities of tens of thousands, the added cost starts to become more of a factor.

6. When mailing first-class, have your letter shop affix a "live" 25-cent stamp to the envelope rather than use a meter or indicia. The additional cost for affixing the stamp is minimal. And the results will be worth it: A letter sent in a #10 business envelope that looks personally typed and is mailed first-class with a 25-cent stamp is almost always opened.

Budget Constraints

What if you can't afford first-class postage or computer-typed envelopes?

1. When mailing third-class, use a meter instead of an indicia. An indicia seems to scream, "This is advertising mail!" But the meter doesn't make it as obvious (you have to turn the envelope sideways to read the tiny print that says "BLK RT").

2. Affix cheshire labels directly to outer envelopes.

3. Before you order your labels, ask your broker to send you a sheet of sample labels from the list. Examine them for appearance. Some list owners, for example, print the name and address in all caps, giving the label an undesirable computer-generated look. Ask if the labels can be provided with names and addresses typed in normal upper- and lower-case style.

Also, some list owners provide labels with undesirable computer codes or marks (such as asterisks), which detract from the personal appearance you are trying to achieve. See if they can eliminate these for you.

4. Instead of a fancy paper stock, have your envelopes printed on plain 24-lb. white weave. Reason: The white labels will match the envelopes in color and texture, making the label almost invisible and creating the illusion, at first glance, that the recipient's name and address was typed directly onto the envelope.

One More Tip

You will see many mailings in which a person's name appears hand-typed below the company logo and return address in the upper left corner of the outer envelope. I've read articles saying that this increases response — probably because it helps maintain the illusion that the letter is personal correspondence.

Why not take this approach to the next logical step? Don't use a company letterhead at all. Instead, take a blank white #10 envelope, and type *your name only* (or someone else's name) and a return address in the upper left corner. No logo. No company name. Use your office typewriter (preferably an IBM Selectric with Prestige Elite, the most popular typewriter typeface). Now give this to your printer as the mechanical for your outer envelope.

When printed, each envelope will look as if the sender personally typed his or her name and return address on the outer envelope, and it is virtually impossible to tell that the envelope was offset. I have tested this in small quantities (unscientifically, I admit) with good preliminary results. ■

HIRING DIRECT-RESPONSE COPYWRITERS

I would suggest not hiring this one.

Santa Barbara News-Press, Thursday, November 1, 1990



Self-promotion

■ Craig Copeland, 31, stands on a busy intersection in Century City in hopes of getting work. Copeland says he was recently laid off from his job as copywriter for a small advertising agency.

LEARN PHOTOGRAPHY ON HOME VIDEO

HOW TO DISPLAY AND MAT YOUR PHOTOS

#240A 45 min. \$44.95

ALTO'S "MAT CUTTING SIMPLIFIED". Photographs simply look better matted. Now with Alto's new instructional video "Mat Cutting Simplified," you can learn how to cut your own mats easily so you can display your photos like the pro's do. Turn your studio, home, or place of business into a showcase of your best photos.

This 45 minute comprehensive video goes step-by-step through the basics of design, layout and cutting of single and double straight mats, oval mats, and combination mats.



SECRETS OF BOUDOIR PHOTOGRAPHY



#257A 60 min. \$39.95

Robert and Sheila Hurth

Teaches the art of taking stunning, sensual boudoir, lingerie, and bedroom photographs in a step-by-step easy to follow "how-to video" format. The Hurths explain directing a boudoir session, make-up and hair, lighting, suggestive locations, sensual costumes, basic techniques and more in this one hour video. Subjects are not professional models, but are amateurs and beginners like the ones that you would shoot.

TIFFEN

WHICH FILTER SHOULD I USE?

#241A 30 min. \$29.95

Shows how filters soften harsh shadows, make people look better and create exciting images and moods from ordinary subjects and settings. Learn how ordinary scenes can be filled with mystery and become exotic with inexpensive filters. Many important filter types are introduced including fog filters, contrast filters, haze filters, star filters, polarizing filters, and color filters.

The tape provides in-depth examples "with" and "without" the use of filters. Learn how a variety of filters can work in the same situations and how to choose filter grades.



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On Assignment brings to the amateur and beginning professional photographer the most complete, comprehensive video training series ever produced. This classic series is a must for any photographer's library.

Your host, Nationally known photographer Brian Razy, is President of Media West, Inc., Portland, Oregon. Mr. Razy has a BS and MS from Brooks Institute of Photography. Each video is 90 minutes in length.



#260A .. BASIC 35MM PHOTOGRAPHY \$39.95

How an SLR works, f-stops and shutter speeds, exposure, depth-of-field, and film. Going beyond the basics: techniques in taking better pictures, lenses, shooting with available light, shooting with flash, filters, steady shooting. Tools and techniques: candida, formal portraits, environmental portraits, sports-action. 90 min.

#261A .. LIGHTING AND EXPOSURE \$39.95

Learn the direction, form, contrast, and color characteristics of light. Learn exposure control including measuring light, reflective metering, incidence metering, tonal control, fill latitude, and other factors. Elements of lighting, including natural light, available light, artificial light, and electronic flash. 90 min.

#262A DESIGN AND COMPOSITION \$39.95

Learn CAMERA VISION, camera choice, lens choice, framing, and forms. Learn the elements of composition including the design elements of line, shape, texture, and color; design principles, including balance, movement, repetition, scale, emphasis, contrast, unity and color. Using lighting direction and quality, controlling light and color, and the psychology of color. 90 min.

#263A .. STUDIO PHOTOGRAPHY \$39.95

Learn product photography in the studio. Learn how to layout and design your own studio, lighting for the studio, and still life photography. Learn how to use large format cameras, including the view camera, handling sheet film, shifts, swings, and tilts. People photography in the studio including portraits, shooting people on location, and telling a story with candida. 90 min.

#264A .. BUSINESS OF PHOTOGRAPHY \$39.95

Learn how to prepare your own portfolio, including choosing your direction, the "best" portfolio, editing your portfolio, and the interview. Learn how to sell yourself and your services. How the business works; breaking in and staying in, directories, stock agencies, pricing, billing, and taking care of business. Learn career opportunities in photography including freelancing, staff opportunities and apprenticing. 90 min.

#265A .. BASIC VIDEOGRAPHY \$39.95

Video theory, audio theory, video formats, video cameras, and recorders. Using your own video camera, pre-production planning, shooting and editing. Video accessories, lighting, video markets. 90 min.

#266A .. THE DARKROOM \$39.95

Setting up your darkroom. Black and white film processing and printing. The basics of processing color in the darkroom. Chemicals and paper. How to layout a darkroom. Proofing and enlargements. Printing methods. Negative and print (cuts). 90 min.

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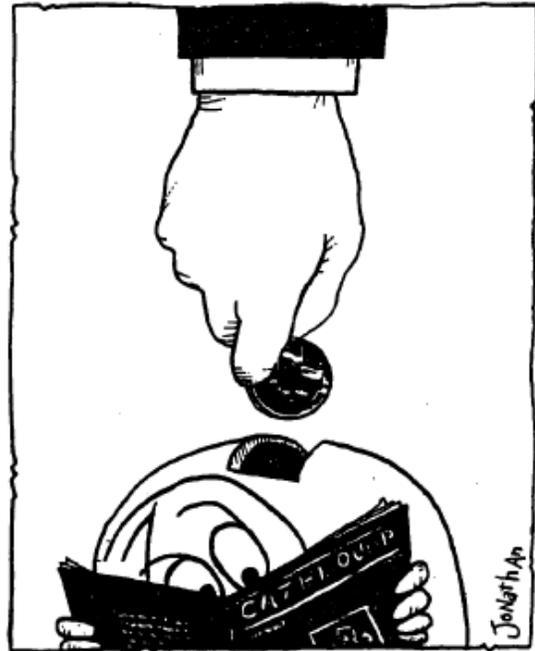


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C.O.D. ORDERS CALL 1-919-945-9867. MAIL ORDERS USE ORDER FORM ON PAGE 61.

CATALOG MARKETING

One convenience of direct marketing is that the advertiser can use simple arithmetic to calculate at least the response-effectiveness of a mailing, space ad, etc. Long-term planning for a DM business, however, isn't as simple as mail-and-measure. In this Focus, Lawson Traphagen Hill details a more intricate profitability formula for prospect drops and remailings. One that concentrates on ongoing measurement of the costs to attract and keep customers and identifying and focusing on the best to develop a loyal-customer foundation that established and upstart competitors may find impregnable.



Customer Lifetime Value: What's It Really Worth?

In the dark because they cannot calculate the lifetime value of their customers, many catalogers fail to seize the opportunities lifetime-value analysis offers them.

There can be two catalogers. The customers of one might have a high lifetime

value because they can be mailed many times a year with high sales per catalog.

The customers of the second might be just the opposite: they might have a low lifetime value because they can be mailed only a few times a year at a low response.

Clearly, the mailing strategies of the two catalogers should differ. Yet, neither might see their customers as an investment. Both might be paying the same for their customers when they shouldn't.

Catalogers tend to have a visceral dislike for not breaking even on a prospecting mailing. They want to get their prospecting costs back during the mailing. This seems true regardless of how valuable the customers are. We saw one cataloger cancel a spin-off book because it did not quite recover all its customer cost with the acquisition mailing.

Yet the customers he acquired with the spin-off were worth three times those acquired by the main catalog, and he could mail the main catalog to the spin-off

customers. This example is more typical than not. It demonstrates that catalogers, not knowing what they can pay for customers, tend to pay too little.

Customers always have value. We have seen a cataloger with a customer so valuable that he could very profitably spend \$2.30 to generate a dollar of sales from a mailing to acquire customers, because subsequent sales to them would be so great. Unquestionably, \$2.30 is a lot. You may not be able to spend as much.



But you should know how much you can spend, for it could well be that you should invest in customers.

Publicity-cost analysis shows the relationship of the variable costs of a publicity effort to the sales it generates. The

variable publicity-cost percentage has two important limits to consider: the break even variable publicity-cost percentage and the acceptable variable publicity-cost percentage.

The variable publicity-

cost percentage of mailing to a particular list segment, usually identified by a source code, is the costs specific to mailing to that list segment (its variable publicity costs) divided by the sales produced by mailing to

it. The breakeven variable publicity-cost percent is the maximum you can spend to acquire customers — disregarding future sales to the customers — and not have the mailing diminish profit. The acceptable variable publicity-percent is the maximum you can spend to earn an acceptable return on your investment in customers.

Between these two limits exists a drone of prospects that for most catalogers is substantial. For others, vast. We call this the acceptable investment zone: when you acquire customers at a greater-than-break-even cost, you invest in them. For many catalogers, there are more customers within this investment zone than there are breakeven or better. For almost all catalog companies, a great opportunity lies waiting.

Competitive Strategy: It's not just this profitable prospecting opportunity that should interest you. There's the whole question of your competitive strategy. You are not alone. There are competitors or would-be competitors eager to grab your market share. When you gain customer* first and serve them well, you deny many of them to your competitors. You

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leave fewer good prospects to your competitors and raise your competitors' publicity costs. By investing in customers through prospecting in this investment zone, you pre-empt the market.

Catalogers tend to have a visceral dislike for not breaking even on a prospecting mailing; they want to get their costs back right away. But many are not paying enough for their customers.

Country Curtains and Williams-Sonoma illustrate the point. Country Curtains as few serious competitors because it had been around so long before competitors challenged it that it pre-empted the country-curtains market. When would-be competitors finally started, they found their customer-acquisition costs too high. Similarly, Williams-Sonoma saw some 22 copy-its attempt to penetrate its market. But because Williams-Sonoma got the customers first, the copycats were forced to spend too much for customers and, in time, disappeared. In much the same way as these two catalogers did, when you prospect in your

investment zone, you get customers first and deny many of them to your competitors.

Before we proceed further, let's clarify just what lifetime value is. There are two types of lifetime value analysis that merit our consideration: historical and forecast.

- A. Historical lifetime value — Historical lifetime value analysis kiosks only at the past. It tells how much customers who were acquired by a mailing to a specific list segment subsequently contribute to fixed costs and profit; it is all the customers' sales subsequent to their acquisition, net of their related variable publicity, operating and merchandise costs. This is what most catalogers think of when they think of lifetime value. Historical lifetime value analysis, theoretically, is useful for assessing the relative merit of specific mailings made to specific lists.

It has several shortcomings, however. First of all, it takes into account only past conditions that occurred

over a period of time, not anticipated ones. Sales per catalog, markup, number of mailings and ' costs could all be different for the future. Furthermore, its statistical reliability is limited. For example, a 1 percent response on a 50,000-name prospecting list — a good-sized prospecting list for many catalogers — results in only 500 new customers. The reliability of a 500 sample is so low that it does not appear on the Direct Marketing Associations probability tables.

Perhaps the worst characteristic of historical lifetime value is that you must wait four to six years for the subsequent sales of a mailing to be played out before you know its historical lifetime value. By that time, it is ancient history. By itself, therefore, historical lifetime value cannot be used to tell you how much to pay for customers.¹ For this reason, we will devote the rest of this article to forecast lifetime value.

- B. Forecast lifetime value — The forecast lifetime value of your customers is the present value of the future stream of income that your customers contribute to profit and

overhead. The future stream of income is calculated based on anticipated conditions — anticipated sales per catalog for each of the regency segments, the planned number of mailings, and, finally, expected costs, sales per customer and markup.

Present value takes into account the return on your investment in customers that you require, say, 30 percent. For example, when you require a 30 percent return on investment, a dollar you invest in customers today must grow to \$1.30 a year from now. Your investment in customers is the unrecovered difference between what you spend to acquire customers and the M contribution, to profit and fixed costs ads directly by the mailing. Now let's consider calculation of life-me value and acceptable variable publicly-cost percentage. The stream of future income is calculated for a group of customers by customer-decay analysis. As its ante suggests, decay analysis forecasts the decay in customer purchases based upon anticipated response rates, customer attrition and sales per customer. With anticipated variable costs and the forecast sales and catalog

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reduces. attribution. course, you must make
Primarily that means every effort to avoid
you must deliver losing your customers'
merchandise swiftly and current address and.
in good condition. But it thus, your customers.
also means you must To maximize your
make your customers' customers' lifetime value,
every contact a pleasant you must also increase

should consider Evaluating space ad troublesome for catalogers.
that of space ad results has always been Indeed, this may be one
requests. reason why space ads are

Besides maximizing the mailings of your main catalog, you should develop other mailing pieces to send them. Solo mailings, catalog spin-offs and individualized computer promotions are a few that come to mind. Solo mailings do not compete with the main catalog: your solo mailings are limited. therefore, only by the number of good sort mailings you can come up with. Each successful solo mailing increases your customers' lifetime value and what you can afford to pay for them. Norm Thompson is one catalog company that takes particularly good advantage of solo mailings.

The computer letter drawing upon specific information about the customer is a much overlooked opportunity to increase customer mailings and hence, lifetime value. For example, the sale of one product to a customer may point to another. You can write a computer letter drawing upon this information and suggest the other product.

Space Ad Requests: Besides the lifetime value of buyers, we

in such disfavor today – if the response from an ad does not immediately break even and the ad does not pay off until sometime in the future, a cataloger may not be sure it's worthwhile. Lifetime value analysis requests, fortunately makes it possible to evaluate a space ad.

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could prospect twice as many more names between your break even and acceptable variable publicity costs percentages as you can break even or better. To pass up these names will condemn you to a much smaller business and may allow a competitor to preempt your market. This is a particularly grievous error if your customers have a high lifetime value. A sound strategy is to know the lifetime value of your customers and devise ways to increase it and, thus, the number of prospects that lie in the zone between your break even and acceptable variable publicity cost percentages. By doing this and aggressively investing in these prospects your sales and profits could grow to new proportions.

Because there are two variables, however the cost of catalog request and the percentage of those requests converted to customers – the evaluation of a space ad cannot be neatly reduced to an acceptable variable publicity-cost percentage. We can, however compare the cost of a request with its' lifetime value. What you pay for a request must not be greater than its lifetime value. Again, this is explained in detail in my book "Profit Strategies for Catalogers."

The Payoff for lifetime-value analysis and strategies to increase it is that your business will reach a greater order of magnitude. It could well be that you

HOW TO GET (AND HOW NOT TO GET) "FREE ADVERTISING"

At a recent National Speakers Association Convention I attended, a very well-known and successful speaker told the audience of nearly a thousand that, in general, pursuing publicity was a big waste of time and money. He meant that getting publicity does not necessarily equate to making money and selling books, tapes, etc., and he's right. I happen to know several authors who have received sizable write-ups in national magazines and still failed miserably with their products.

On the other hand, if you have a means of using publicity and a plan for using publicity, then it can prove immensely valuable. For example, if you want to get your book or tapes or course placed in established mail-order catalogs, then first having it written about in several publications and being able to enclose reprints of those articles in the information you submit to the catalog companies can really help.

There are a couple of national companies that specialize in obtaining publicity for speakers, authors, self-publishers and other information entrepreneurs. We have not yet used the services of either of these firms and pass their information along without endorsement:

NEWS USA
1127 National Press Bldg.
Washington, DC 20045
800-868-6872

PUBLICITY EXPRESS
1563 Sycamore Avenue #223
Berkeley, California 94707
800-641-2897

RADIO/TV INTERVIEW REPORT
135 E. Plimstead Ave. #322
Landsdowne, Pennsylvania 19050

You will also find firms in your own area, in the Yellow Pages under "Public Relations Agencies" and under "Publicists" who, for fees, get articles about you and your products placed in newspapers and magazines and arrange radio and television talk show appearances. Great caution must be exercised in dealing with such firms as, quite frankly, many are much better at selling their services than they are delivering what they promise.

Some years ago, during a time that I was the CEO of a unique manufacturing company, I sought out the services of just such a firm, to arrange for positive publicity for our industry and our company in local newspapers and national business publications. I interviewed five different agencies and chose one that came with an excellent list of supposedly satisfied clients, examples of articles they had placed, and a good reputation in our community. The "dog and pony show" they put on in my conference room was very impressive. I'm embarrassed to say that I signed a six month contract with them without first talking the time or personally checking any of their references. Three months and nine thousand dollars later — not one article, anywhere! I had to have my attorney break the contract.

Since then, I have seen other corporate clients of mine repeat this same mistake. Just recently, a corporation in the publishing industry that I do a great deal of work with hired a big, nationally prominent PR-firm and, after several months, had results identical to mine but an even bigger bill. Were I to retain a PR-firm or

publicist again, for myself or for a client, I can tell you that I would check the references with a microscope and a skeptical eye. And I would never agree to retainers or fees not tied to performance.

I and a number of information entrepreneurs I know have had remarkable success acting as our own publicists, and I want to encourage you to do the same. It is time-consuming, but you can do it yourself. The process is really pretty simple; here are the steps:

1. Compile a list of publications which would logically have an interest in reporting on you and/or your publications and products. This "great work" can be done free at your local, main public library.
2. Prepare a solid "News Release" about yourself and/or your products. Remember that no editor is interested in giving you free publicity, but every editor is interested in news that will inform or entertain their readers.
3. Write a good, brief cover letter indicating your availability to be interviewed and giving a phone number and the times you can be reached there.
4. Mail your letters and news releases to your list.
5. Creatively "hound" this list of targets. As soon as an article about your product appears in one publication, send a copy of that, a duplicate of the news release, and another cover letter to the rest of the list.
6. If you want to be really aggressive, you can follow-up on your second or third mailing with telephone calls.

By following this simple pattern, you are doing pretty much the same thing a PR-firm would do on your behalf — but they would charge you thousands of dollars in fees to do it. Admittedly, some PR people legitimately have friends and contacts in the media that you do not have, and that is an advantage you buy when you retain the right PR people. I believe, however, that you can make up for the lack of contacts by working harder than PR people would work for you.

"FREE ADVERTISING"

Although there are some notable exceptions, it's generally impossible to build a business purely through free advertising. However, you can certainly "plus" your business and income through different types of free advertising:

HELP FROM THE GOVERNMENT

The federal government published **COMMERCIAL NEWS USA** and distributes it to over 100,000 overseas business, agents and government officials, and selected U.S. and international media contacts. Each issue features over 150 products. There is a small fee for this advertising, but most advertisers report immediately receiving more than 30 good inquiries and early sales of more than \$10,000.00. Contact: International Trade Administration, U.S. and Foreign Commercial Service, Dept. of Commerce, 14th & Constitution Ave. NW, Washington, DC 20230.

PUBLICITY, NEWS RELEASES

Many magazines include commentary on new

products and ideas in their editorial content. They do not charge for this exposure. By submitting interesting news releases and, if appropriate, samples to the editors of these magazines, you can get your products featured too.

My company, Empire Communications Corporation, got free editorial mention of availability of its cassette and book catalog in **MOBILE OFFICE MAGAZINE** this way, and received a number of inquiries. Over the years, I've gotten quite a bit of this kind of free advertising for my companies, products and services in various magazines, trade magazines and newspapers. Others I know who very actively work at this routinely receive the equivalent of thousands of dollars of exposure every month.

A good example of the utopian kind of this exposure is the **POTPOURRI** section in every issue of **PLAYBOY MAGAZINE**. Millions of readers see this free advertising. (See sample pages following this page.)

You should spend a few hours in the Periodicals Section of your public library, going through every magazine that might possibly have some "connection" to the product or business you want to promote, to determine which ones have "product news sections". Compile your target list of publications, develop a good news release, and see what you can get. You may be pleasantly surprised!

Incidentally, most publications keep a strict barrier between their advertising and editorial sections, so asking your ad rep to use his influence to get free editorial space for you is futile. The notable exception to this, however, is the opportunity-type magazine. Most of these magazines routinely give free editorial space to their advertisers, just for the asking. The article I wrote for my client U.S. Gold appeared in several opportunity magazines. This editorial coverage was given to U.S. Gold in direct connection to their advertising expenditures in those magazines. If you are a display advertiser in any opportunity magazines, you should ask for and get editorial coverage. Some small trade and speciality magazines do this also.

PUBLICITY "TIPS"

1. You do not need a specific news item in order to put your name into the publicity mill. An often-productive strategy is to write a letter to reporters, editors, etc. offering yourself as an "expert source", willing to comment on certain issues for any articles or coverage.
2. Enclose copies of other articles which have been published about you when you write to media contacts. This "proves" that you are newsworthy.
3. Put media contacts on your mailing lists, for your client-newsletter, product offers, etc. The more material from and about you that crosses their desks, the better.
4. On the following page, I've reprinted an excellent article from **PUBLISHERS WEEKLY** about preparing TV interviews. If you are about to go on a TV talk show, studying this article will be of great value to you.

WEST WATCH

BY LISA SEE

Talk-Show Prep

"You need to project integrity, confidence and that you're comfortable with yourself. Always tell the truth. You just don't have to tell *all* of it," says Christen Brown during the first of three media training sessions for Patrick Reynolds, one of several disinherited sons of the tobacco magnate R. J. Reynolds and co-author of *The Gilded Leaf*. "You need to learn what to reveal and what not to reveal."

Brown founded her company, On Camera, 10 years ago after working on the KNBC-TV program *Odyssey*, where she discovered that the people she interviewed, especially authors, weren't good at putting a point across in five minutes, couldn't articulate what their book was about, and sometimes couldn't even- remember to say the book's title. Today, On Camera specializes in media training, confrontational tactics and sales training.

With more and more authors going on book" tours, coaching has become increasingly cost effective for publishers. During the training, authors learn physical relaxation and energy pumping techniques to get to their "most resourceful state."

An Inside Look

Although corporate clients constitute the majority of On Camera's business (including Bank of America, Xerox, Quaker Oats and TRW), authors represent nearly

20% of Brown's clientele. Costs range from \$800 for one session with one trainer to \$2400 for three sessions, three video tapes, "message shaping," and two trainers.

For nearly a year, skittish authors have been unwilling to (possibly) make fools of themselves in front of a magazine journalist, until Patrick Reynolds bravely volunteered his training session for observation by *PW*.

Reynolds is undergoing his fourth media training course. He has made appearances in 55 cities in the last two years promoting his anti-smoking company as well as stumping for California's cigarette legislation. Although savvy in the ways of the media, he has realized that promoting a book requires different skills.

The first session begins with a pretraining interview. Brown asks about Reynolds's exercise routine, his sleep habits, his diet, his dress. She suggests that he check into hotels that have swimming pools, offers the name of an herbal sleep formula, tells him not to overload his stomach before interviews and emphasizes that he always wear a dark suit. Reynolds balks at knee-high socks but Brown insists, saying that there's nothing worse than seeing a strip of a man's calf between sock and pants leg. "You have to train like an athlete. You have to get everything in a harmonious place. You're in training now," Brown counsels. On the air, interviewees shouldn't

drink cold beverages or anything with ice. "They constrict your throat" Coffee is out too. "It gives you a dry mouth and then you'll start licking your lips."

Beyond these basics, Brown and Reynolds discuss the purpose-of the training—in this case to get the author ready for an appearance on *Good Morning America*.

Everything is to be considered * in terms of 30-second sound bites. When asked what the book is about, Reynolds answers, "It's about the rising business class; the declining old rich; murder; messy divorce." But Brown objects: "The book is not a platform for your views and you can't give television a commercial for your book. On the air you must learn when to talk and not talk. Don't say too much. Make it bullets. Tease them so they want to hear more from you." Reynolds's comment, "I know what it feels like to be an heir and be in the shadow of a great achiever. I hope that readers will come to know my father as I did," is condensed under Brown's tutelege to "I have lived in the shadow of a great man."

Reynolds, Brown and her associate, Paul Lownds, adjourn to a simulated television studio where they go through a half-hour trial interview. Details are everything: the lighting resembles that of a real studio; the office girl runs the video camera; Lownds starts the interview with "Thank you for joining us." After the

interview is over, the tape is played and stopped every few seconds to dissect what's been said. In answer to the question "Why did you write the book?" Reynolds answered, "It's a fantasy story. It has to be told." Brown criticizes: "You're trying too hard to sell me. You have a tendency to go over the feelings, but you have to get down to them. Drop the observer. Get anecdotal. Don't look at the ceiling to search."

Brown gives Reynolds some homework: take scenes from the book and weave short, visual stories that will tease and tantalize viewers to go out and buy the book.

During the second session, Brown teaches Reynolds how to deal with tough questions and to detach himself from the story so he can talk about it effectively. Once again, Paul Lownds conducts the interview, then the group watches the videotape with everyone joining in on the critique. When he's asked, "How do you feel about your dad disinherit you?" Reynolds closes his eyes, then once again looks up at the ceiling. "No," Brown says. "You have to get quickly into the background story.

Take people for a sneak peek into the book. Yes, you can let them see your pain, but you also have to let them know they have to buy the book." Again, Brown focuses on visual impact rather than vague generalizations. Instead of saying that his father had "four tumultuous marriages," Reynolds is instructed to talk about his own mother, who came from a poor family and was discovered by Jack Warner, eventually becoming a starlet.

By the third session, Reynolds has conceived his five vignettes or, as Brown refers to them, his five 30-second sound bites. With what he's going to talk about in place, the session is devoted entirely to refinement. "Don't say the title right after the interviewer has," Brown chides. "It sounds like you're pushing. Don't say, 'You'll have to read the book.' To me that's too blunt. If I hear that, I

think, screw you, I won't"

In the last minutes, Brown reminds Reynolds, "Just remember, if we bought the time, it would cost \$70,000 a minute. Your four minutes on *Good Morning America* would cost about \$280,000."

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Be sure to mention you are contacting him as a result of this listing in Dan Kennedy's Ultimate Information Entrepreneur.

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HOW TO SUCCEED IN BUSINESS BY BREAKING ALL THE RULES,

by Dan S. Kennedy

Stay away from original ideas, says direct-response marketing consultant Dan Kennedy in *How to Succeed in Business by Breaking All the Rules*. Wealth comes from doing ordinary things well. A client of his started mowing lawns when he was in college. He simply asked customers how they wanted their lawns done, and did it. It grew into a \$1 million landscaping business.

Fred DeLuca's Subway sandwich chain doesn't even have its own special sauce — but it's second only to McDonald's in the number of its stores. DeLuca personally takes home \$20 million to \$50 million per year.



Kennedy suggests you keep a "swipe file" of other people's ideas. The success you create with them, using the usual 99 percent perspiration, will be all your own.

POUR YOUR HEART INTO IT,

by Howard Schultz and Dori Jones Yang

Sometimes, losing money is a good sign, says Howard Schultz in his story of Starbucks, *Pour Your Heart Into It*. If your idea is really hot, you're going to grow fast once it catches fire. You have to build the foundation now, before the market is developed.

Starbucks had been a profitable coffee supplier — until he took over. He raised \$36 million and spent it all on top-flight managers, a new coffee-roasting facility, and a powerful retail computer system. He says it was a "white-knuckle experience" — especially during one quarter when losses were four times the projections.

Schultz's advice: Figure out how big you want to be in *x* years, and make a plan that lets you survive the lean times until then. It worked for Starbucks.

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by Denis

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CHART

Smart-Bomb Selling

Use Information Technology to Home In on Hot Prospects



Dan Kennedy teaches his clients the techniques of direct-response advertising to make face-to-face selling more effective. With a targeted mailing or a classified ad, eager prospects line up, waiting to be sold.

**BY
 DUNCAN
 MAXWELL
 ANDERSON**

DAN KENNEDY SAYS he's found a way to multiply your closing ratio in face-to-face selling: Instead of carpet-bombing the universe of possible prospects with telephone calls trying to get an appointment, use the techniques of direct-response advertising. Generate a response from those who *already need your product*. Then home in like

a cruise missile for the close. Kennedy, president of Empire Communications Corp. in Phoenix, uses direct response to grow his own business and consults to other companies.

"One of my client companies sells seals for industrial pumps," says Kennedy. "The ordinary seal has to be replaced every 30,000 pumps, taking four hours of downtime. But this company's seal lasts 300,000 pumps and takes only two hours to replace. How would you sell it? The conventional approach is to send out a rep to each factory with a bag of seals under one arm and a box of doughnuts under the other. He'll wait around for an hour waiting to see someone. That uses up time, and it's also bad positioning."

GET IN POSITION TO CLOSE

Kennedy says that you're in better position to close a sale if you manage to get the customers who might need your product to *come to you*. This is where the direct-response methods come in.

"Suppose you send every prospect a brochure that offers him a free video showing how to cut his

downtime in half when he's servicing his pump. It's closely related to your business, but it's not about your company or product.

"Once the guy responds and says, 'I want to see the video,' he doesn't view you as a pump-parts salesman anymore. His defenses come down, because he feels as if he's in charge when he says, 'I think you're the guy who can help me. Tell me how this works.' Now you're in a good position to tell him about your longer-lasting seal. If you cold-marketed the same prospect, your results would not be as good."

With its free video offer, the client company more than doubled its closing ratio per 100 prospects — from 3 to 7. That opens the possibility of hiring more reps, who sell more and make more money. As Kennedy says, "There's no reason for a sales rep to spend his time on the phone to narrow his prospect search when a letter can do it for him."

THE SECRET OF BABY STEPS

Kennedy says the strategy works in any market: Every potential customer would be grateful for free information on some area of need, free from a sales pitch. "Take baby steps with your customer to build rapport," Kennedy says, "until you're ready for a giant step like a big-ticket sale. Your free report — or video, or manual — should have an exciting title," says Kennedy. "It should be as good as something you might buy at a bookstore, but you're giving it to him free."

"Say a computer store wants to sell software, hardware, and Internet hookups," says Kennedy. "Why not target people with kids, offering a free report entitled 'How to get your kid into the col-

lege of his and your choice?' Let's say 18 of the 101 tips involve the use of the computer. At the end of the report, put in another offer: 'Come in to our education fair from March 22 to 24. All of tips 50 to 68 will be on display, with free Internet access and instructors available.' Have a discount offer that day for software or hardware, and give away a demo of 'The 5 Greatest Educational Tools for Your Computer.' These are measures that offer value, cost little, and generate goodwill and sales."

The principle of the smart bomb can work even with a presentation or sales letter, if you are very confident. It's a benefit that grows out of what Kennedy calls "the positive power of negative preparation." In presentations, we are accustomed to mentioning only our strengths, hoping the prospect will forget about the possibility of weaknesses. Of course he doesn't. All the while, he's trying to figure out what problems lie between the lines. That tension is bad, Kennedy says.

"Why not painfully acknowledge all the weaknesses in your case — every one of your flaws?" he suggests. "Then, answer these problems with the best possible responses. You preempt most objections and show your honesty. Sales managers don't tend to do this," he adds, with considerable understatement.

"But winning sports coaches do. They go through all their plays and ask themselves, 'What do we do if *this* goes wrong? Or how about this?'"

If you can handle the obstacles without breaking a sweat, it's easier to get in position to score. ■

Sharing Ideas Interviews Marketing Guru Dan S. Kennedy

WHO SAYS,

"TO INFOMERCIAL OR NOT TO INFOMERCIAL: IS THAT THE QUESTION?"

SI: *Dan, some of our subscribers know you as an infomercial industry insider, but many do not. There's a lot of curiosity and interest about infomercials. I hope you can clear up some confusion and give us a good picture of how the business works and what opportunities exist*

DSK: Dottie. I'll do my best. Recently I spoke about infomercials at the National Speakers Association's International Center at a Technology Lab. I was motivated largely out of dismay at the enormous amount of misinformation about infomercials circulating in the speaking profession and at the growing number of dangerous non-experts: people with some skill in producing videos, cable access shows and the like declaring themselves infomercial experts without having even a single infomercial experience behind them. The infomercial industry is a snake pit of such non-expense. I will tell you right here and now that video production experience qualifies someone to put together a successful infomercial like being able to operate a microwave qualifies someone to be the White House chef.

SI: *We need to qualify you as a bona fide expert then. How about a thumbnail sketch of your experience?*

DSK: I'm glad to have the opportunity of demonstrating that I have the right to offer advice on this subject. For the record, I have been involved in this industry since working on the Guthy-Renker Corporations THINK AND CROW RICH infomercial in 19H7 and 19H8. Incidentally that was the first infomercial to use the docu-mercial format and to use a celebrity host, Fran Tarkenton. I have been a consultant to Guthy-Renker Corporation on a continuing basis since then. Guthy-Renker is best known for the Personal Power/Tony Robbins, Victoria Principal/Principal Secret Skin Care, and Vanna White/Perfect Smile infomercials. Currently at Guthy-Renker, we are completing work on a new infomercial with fitness expert Covert Bailey, plus a new acne remedy infomercial, a new car polish infomercial, and in development, a project with Lee Iacocca. In addition to this consulting, in some cases with Guthy-Renker. I get involved in script writing, show production and product development as in the case of the "Entrepreneur Magazine Presents The lie Your Own Boss System." I co-authored that product with Tony Robbins, Fran Tarkenton and Entrepreneur columnists, and contributed to the show script. (That product was later sold in the Nightingale-Conant catalog, too.) In addition to my work with Guthy-Renker. I



have written scripts, co-produced and consulted on shows for several other companies with notable successes including the "Acne-Statin" and "Therapy Plus" infomercials. each exceeding the 50-million dollar mark.

I have my own production company doing complete turn-key infomercials for clients ranging from a seminar company to the Arthritis Foundation. My company produced the longest running lead generation infomercial in the entire industry I have spoken about the infomercial business at the Direct Marketing Association Conference and the National Infomercial Marketing Association Convention, and had articles published in advertising trade magazines like Target and DM News. I mention all that so that you can have confidence in the information I've assembled for you here. And, to encourage your subscribers to look carefully at the credentials of any other infomercial expert they may

encounter.

SI: *Okay! Now please give us a snapshot of the infomercial business as a whole.*

DSK: In 1994 the infomercial industry itself generated approximately one billion dollars in sales. That's expected to increase by as much as half for 1995. This does not include all the very important "back-end business" made possible by infomercials, including repeat sales of certain products, continuity, programs, sales through catalogs, retail distribution and list rental revenue. Nor does that number include home shopping networks or direct-response TV spots.

The list of big companies in the business changes rather dynamically, as some of these people are very good at getting themselves into financial or legal trouble, even if they have hit shows. Currently the list looks like this, in no particular order: Inphomation, known for Psychic Friends Network and Barbara DeAngelis' Making Love Work; American Telecast for Richard Simmons; Positive Response TV. Amazing Discoveries; HSN Direct, the infomercial arm of home Shopping Network; and the Guthy-Renker Corporation.

Entrepreneurial activity is on the rise. More and more shows are independently funded by their authors. Inventors or product vendors. It is very tough to place yourself with a big company on a pure royalty, no out-of-pocket basis.

SI: *Impressive! How are infomercials used?*

DSK: The most common use is still for , one step direct sale; a product is presented and sold. But several people in our business, including a client of mine, use infomercials aired in local broadcast markets to fill seminar seats. Companies like NordicTrak, my clients I.S Gold and International Hair Centers, the Arthritis Formulation and others use them for lead generation - offering free information rather than making sales. And big, -direct response advertisers like Volvo, AT&T and Sony are experimenting with using them like traditional image, institutional or brand name advertising.

SI: *Who have been the most successful speakers in the infomercial field?*

DSK: Speakers who have been successful recently: Barbara DeAngelis, last years top show and a show on the way: Marshall Silver, with Power, Passion and Profit: Tony Robbins with

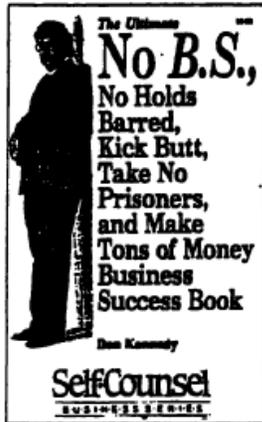
Personal Power *5. due out yet this year. In the health field. Susan Powter and Tony Little stand out as presenters.

SI: *Dan, will you continue with this fascinating subject for our next edition, and tell our subscribers now, how they may reach you?.* **DSK:** Gladly! Dottie, we have a booklet "11 Sure Fire Ways to Fail With Infomercials" and reprints of my articles which we'll be glad to send to your subscribers free. Just jot down, "Infomercial Info-Sharing Ideas" on your business card and FAX it to (602) 269-3113.

SI: *Thanks, Dan! We look forward to the continuation of your interview next issue.*

CHOICE

on the industry written by a variety of leading individuals within it. Item #2065 (\$24.95).



Take Charge

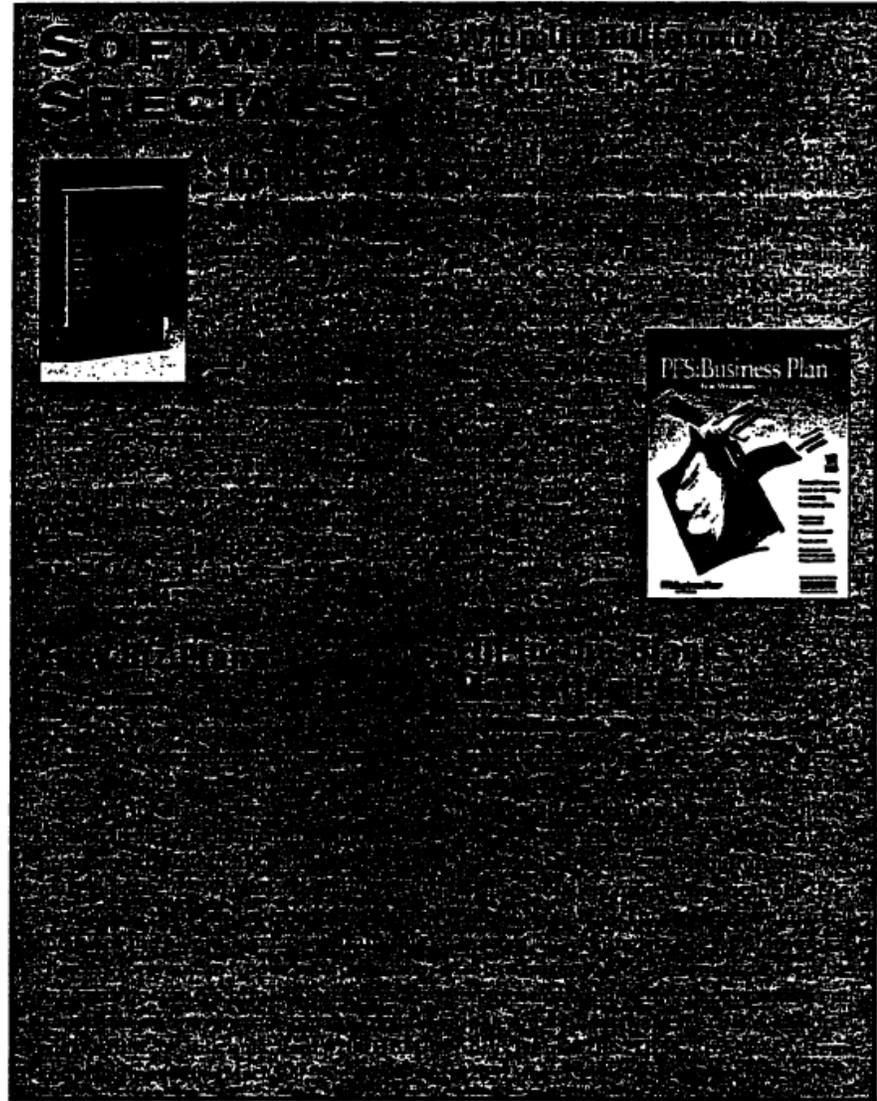
The Ultimate No B.S. Business Success Book (Book and Audio)

A powerful book written by the "professor of harsh reality," Dan Kennedy. *No B.S.* provides you with take-charge advice to handle your company and command your employees (i.e., ignore irrelevant people, and hire slow, fire fast). With the average CEO having fewer than 90 productive minutes a day, *No B.S.* focuses you on all the tasks you need to do fast. Item #1884 (\$19.95).

Nothing Is Impossible

The Miracle-Mind Set (Video)

Don't allow doubt to get in your way, advises psychologist Wayne Dyer. You've got what it takes to make it. Don't be afraid to let go—the ideas you need will come to you. In this video, Dyer shares provocative thoughts that inspire and guide. "The intelligence that keeps the galaxies in place is in you," Dyer remarks. So, go



for it! Give your life a purpose, not just an outcome. Item #2023 (\$49.95).

Hook Your Prospect

The Magnetic Marketing System 1994 (Audio)

Why should anyone do business with you instead of anyone else, or instead of find-

ing another option, such as doing nothing at all? That's the question Dan Kennedy helps you answer in his information-packed audio series, *Magnetic Marketing*. Effective marketing starts with this "unique selling proposition" (USP). He then shows you how to make the most of that information. For instance: Use direct-response advertise-

ments to generate the highly qualified prospects you want. Kennedy offers templates for successful ads and tips on creating sales letters to mail to these leads. You'll find you've broadened your potential customer base and your ability to bring that business home. *Save \$50 when you buy through SUCCESS.* Item #1995 (\$349).

with a nonstop talker, jump in when he breathes; call him by name; touch him lightly. Stay on track!

4) Create periods between projects to reflect on what you're doing and widen your focus. Where could the thrust of your company be improved? Time is the stuff of opportunity.

— LYNNE M. SANFORD

TAPES

■ BUYING A BUSINESS, BY TOMKAT PRODUCTIONS.

Buying a business is the last great adventure that's still legal. And the videotape *Buying a Business* is a clear, well-organized, and lively way to get started. The first step: Be careful.

"There are two reasons for selling any business," explains one of the tape's many experts — "the real reason and the one they tell you." You want to buy a business that's profitable; many, or even most, people sell because theirs is not.

Pay attention to only one analysis (and learn to crunch the numbers yourself): the business's realistic cash flow. That number will most closely resemble what

the seller and broker project as the "worst-case scenario."

A negotiation tip: Watch your counterpart's eyes. They say that if you see his pupils dilate, he sees you as a friend; if his pupils contract, watch out. And if his blink rate increases from the normal once every 10 seconds to once every 2 or 3 seconds, you've hit his hot button.

If you want to make an offer, do it in a letter of intent — written with several escape hatches for you in case your due diligence turns up skeletons. Have a good accountant go over the books and the tax returns. Keep poking (politely) until you're satisfied. And if you don't get a warm feeling — just say no. Good hunting!

■ MAGNETIC MARKETING, BY DAN KENNEDY.

All effective marketing starts with what Dan Kennedy calls a "unique selling proposition" (USP), a message that answers the question: "Why should I do business with you, above any and all other options, including doing nothing, or whatever I'm doing now?"

As Kennedy explains on his information-packed audio series, *Magnetic Mar-*

keting, a USP hooks your prospect because it addresses an urgent need. This one made Domino's a giant: "Fresh, hot pizza delivered to your door in 30 minutes or less, guaranteed."

Kennedy urges you to use his strategy of placing direct-response advertisements to generate leads — to "get the highly qualified prospect to stand up and identify himself." He then shows you how to develop sales letters to mail to these leads. Add to your leads by buying names from list brokers — who can meet almost any criteria, for a price.

The tape binder includes examples of successful ads and templates for you to adapt for your business. Any business can apply a direct-response strategy, Kennedy insists. A florist created a Never Forget Again Club (he sends reminders of approaching dates you've identified as important). A chiropractor got 120 new customers by mailing a series of three letters to current and former patients about Patient Appreciation Day, when he would offer free service to them and their friends. A patient is worth approximately \$400 to \$1,000 per year. You do the math. ☐

To obtain these books and tapes, see page 62.

SUCCESS—

**You gotta really want it...
You gotta have a plan of action...
"You gotta be hungry."**

Let Les Brown help you reach for the success you deserve! Starting with nothing but dreams, Les Brown attained every "impossible" goal he set for himself, becoming a disc jockey, television talk show host, consultant to Fortune 500 companies, and bestselling author.

LIVE YOUR DREAMS sets forth his personal formula for success in the wonderfully good-humored and inspiring style that has made him America's favorite motivational speaker. Step by step, he helps you create your own action plan so you can zero in on precisely what to do to *live your dreams*.

AS SEEN BY MILLIONS ON TV—LET LES BROWN
HELP YOU REACH FOR THE SUCCESS YOU DESERVE

LES BROWN



LIVE YOUR DREAMS

You gotta read this great bestseller!

**AVON TRADE
PAPERBACKS**
The Hearst Corporation

JULY/AUGUST 1994 SUCCESS 39

EDITOR'S

Arm Your Mind

The Best Books, Audios, Videos, and Software for Entrepreneurs

To order: CALL: 1-800-677-7760 (24 hours a day); outside the U.S., call 410-556-6586 (9 a.m. to 8 p.m. EST). Credit cards only. FAX: 410-758-8882 (please print). For faster service outside the U.S., we recommend ordering by fax.

Tom Peters Seminar

It's a crazy world, says Tom Peters in his new book, *The Tom Peters Seminar: Crazy Times Call for Crazy Organizations*. And you'd be crazy not to read this book to learn how to vault beyond change toward the revolution you need to make it in the new world of business. Says Peters: "In an insane world, sane organizations make no sense." BOOK: Item #2049 (\$14). AUDIO: Item #2063 (\$17).

MLM: An Amazing New Way to Grow

Crossroads (Video)

Those big, know-it-all corporations have discovered a new way to grow. From Coca-Cola to General Electric to Gillette, companies are adopting the methods of multilevel marketing. The concept: Home-based, independent distribu-

tors sell products to their relatives and friends and collect commissions on sales by new distributors they recruit — and also on *their* recruits. The expansion of MLM, or network marketing, as an organizational strategy is one of the major entrepreneurial stories of the 1990's. Item #1953 (\$19.95).

Words of Wealth

Speak and Grow Rich (Audio)

Turn your knowledge into a profit center through public speaking. Here's how other highly paid speakers do it. This six-cassette album gives you the edge in developing a top-drawer presentation. Item #778 (\$89.95).

Get the Best From Yourself

The West Point Way of Leadership (Book)

The aim of this book is to help

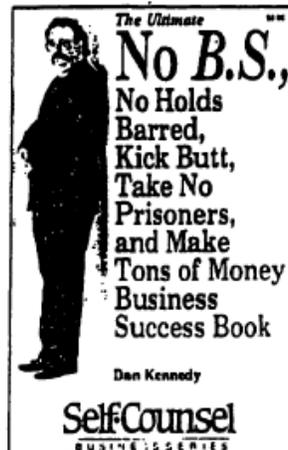
you achieve "a life filled with a sense of joy and purpose." The author, Colonel Larry Donnithorne, succeeds — superbly — in meeting his objective. A combat veteran, he was one of the architects of West Point's leader development program. Like West Point itself, this book "offers far more than a kit bag of tools and techniques." It teaches you how to expect success and how to go out and get it. For anyone whose spirit is alive, this book will set you on fire. Item #1878 (\$20).

Master The Numbers

101 Business Ratios (Book)

A number standing alone is meaningless. That's what ratios are all about. This book teaches you how to use ratios to gain maximum performance in

your business and maximum clarity in your understanding. Using six types of ratios — sales, profit, debt or capital, efficiency, marketing, and investment — you can analyze every part of your business, from sales growth and return on assets to budget compliance. This book shows you how to assess your true progress. Item #1925 (\$24.95).



Take Charge

The Ultimate No B.S. Business Success Book (Book and Audio)

A powerful book written by the "professor of harsh reality," Dan Kennedy. *No B.S.* provides you with take-charge advice to handle your company (i.e., ignorant, irrelevant people), command your employees, and hire slow, fire fast. With the average CEO having fewer than 90 productive minutes a day, *No B.S.* focuses you on all the tasks you need to do fast. Item #1884 (\$19.95).

How to Start Making Headlines

Public Relations Handbook (CD-ROM)

What a brilliant idea! Putting the definitive course in public relations on CD-ROM was a master stroke. You'll be regaled with classic case studies of PR triumphs and why they worked, plus step-by-step guidance in the fundamentals of PR — starting with how to write effective press releases (instead of the



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ADDITIONAL PUBLICITY EXAMPLES

Re. Page 216:

Here's an example of a "mini-article" appearing on the back pages of Playboy. Each issue of this magazine has one or two pages with little articles like this about interesting and offbeat new products. Most are initiated by a news release/publicity release sent to the magazine by the promoter of the product. And, while it may not look like much, a little item like this can generate thousands of responses.

Re. Page 217:

This is an example of a little "article" I wrote for a client, which then appeared as an article in a magazine where the client advertises a lot. Many magazines will give free editorial space to large, frequent advertisers.

HUNTING QUAYLE

Poor Dan Quayle. While other Vice-Presidents quietly fade into the woodwork, Dan the Man has an entire quarterly newsletter—appropriately titled *The Quayle Quarterly*—devoted to his doings and undings. The inaugural issue includes a review of *The Dan Quayle Quiz Book*, "Travel Tips for Number Twos" and even an ad for a Dan Quayle doormat. The price? Just \$3.95, or \$12 for a year's subscription sent to *The Quayle Quarterly*, P.O. Box 8593, Brewster Station, Bridgeport, Connecticut 06605. Stay healthy, George.



LAST NIGHT, WE DREAMED WE WENT TO MANDERLEY...

For the 50th anniversary of Alfred Hitchcock's *Rebecca* starring Laurence Olivier and Joan Fontaine, the Voyager Company in Santa Monica has recently released a special Criterion Collection CAV laser video disc that includes original screen tests, a theatrical trailer, a Mercury Theater broadcast with Orson Welles and much more for \$124.95. Or you can buy the CLV edition of the movie (no additional material) for \$69.95.



HAVE BOARD, WILL T

If you've ever seen a photograph of a fleet of sailboats across a bay like a Chinese dragon, you've been to a Design sailboard regatta. The Mistral One is the latest version of the World Cup-winning Equipe sailboard. The art components and a built-in schedule make it the perfect party. Olympic medalist Scott Steele over the parties, you're on your own. For information...

Playboys

WITH JAMES DEAN

...in on Broadway poster has been replaced, but now a company named Playboys on Park, California, has created a new, red-down image by adding a neon "smoke" wafting from the top of the 10" x 28" poster, which sells for \$14.95. It's framed and ready to hang—just add a call to the company at 800-451-1111. It will get you the name of your poster and call.

THE ROAD TO ADVENTURE

Long to leave the beaten path and go adventuring but don't want all the inconveniences of roughing it? Then Paragon House Armchair Traveller Series may be just your cup of tea, *bwana*. The series consists of paperback reissues of such out-of-print travel classics as John Steinbeck's *A Russian Journal*, Sir Francis Chichester's *Ride on the Wind* and W. Somerset Maugham's *The Gentleman in the Parlour*. The price: \$10.95. Now, see if you can get your date to serve drinks wearing a sarong.



FAMILY DISCOVERS AMAZING PART-TIME PROFITS

by Dan Kennedy

Carolyn and Bob Hamiss of Barberton, Ohio had good jobs; he managed an office supply warehouse store, she was a receptionist at an insurance company. After four years- of marriage, they were living well but not extravagantly, saving some money, but still a long, long way away from having the down-payment needed to buy their own home.

One day Carolyn found a copy of **MONEYMAKING OPPORTUNITIES MAGAZINE** laying around the insurance office and browsed through it at lunch time. She saw an ad for U.S. Gold Chain Company's " Gold By The Inch" business, tore it out and took it home. "I told Bob - everybody loves gold jewelry. I think it would be easy to sell this lots of different ways. Maybe we could make enough extra money with this to buy a home."

Although Bob was a little skeptical about the whole idea, they sent for the catalog and then, in turn, for the \$399.00 Starter Kit. "Frankly, I went along at Carolyn's insistence," Bob admits. "I figured if worst came to worst we could sell enough of the chains to friends and people we knew to get our money back and give the rest away as gifts."

When the Starter Kit arrived only a few days later, Bob changed his mind. "I was surprised to find everything needed to operate this as a real business. There was even a video tape that showed us exactly how to make the chain and how easy it is to sell it."

U.S. Gold provides a complete Starter Kit, including 12 spools of the most popular styles of beautiful gold-layered chains, the clasps and tools to create the jewelry on the spot, a large, attention-getting sign, even Manufacturer's Lifetime Guarantee Certificates for the customers! The entire Kit costs only \$399, and has enough inventory to produce over \$3,000 in profits for the Distributor.

GOLD BY THE INCH Distributors also receive audio and video training tapes that show exactly how to make and successfully sell the jewelry.

"That weekend we went out to a swap meet at a drive-in theater in our area," Carolyn recalls, "and we were just amazed at the interest people had in the Gold By The Inch. There was a cluster of people around our booth almost continuously from mid-morning to the end of the day."

"My fingers were actually a little sore from making the chums," Bob says, "but I didn't care. We sold over \$450 that first weekend. Because of the incredible profits in Gold By The Inch, that represented about \$400 in clear profits to us — \$200 a day! We had recovered our entire investment and still had a large inventory of chains to sell."

That evening, Carolyn and Bob had Sunday dinner at her parents' house and told them about their new business. Carolyn's father, a retired policeman, said he had never heard of any business you could start that easily and recover your start-up costs so quickly. He called a friend of his who owned a greeting card store- in a local shopping mall and arranged for Bob and Carolyn to meet with him the next evening. That led to them putting a Gold By The Inch set-up in the front of that store the following weekend, where they sold nearly \$1,000 worth of Gold By The Inch.

Carolyn's father couldn't stand it — he had to get involved! "To make a long story short, we now have at least two and sometimes three Gold By The Inch locations operating almost every weekend," Carolyn explains. "Bob, I, my Dad, and sometimes my younger brother — a Junior in high school — work the locations and share the profits."

"We've been Gold By The Inch Distributors for almost one full year," Bob says, "and we've put over \$11,000.00 into the savings account for the down-payment on our house. We're going to buy our new home early next year. And Carolyn quit her job last month, to expand and manage our business. This has definitely been the best move we've ever made!"

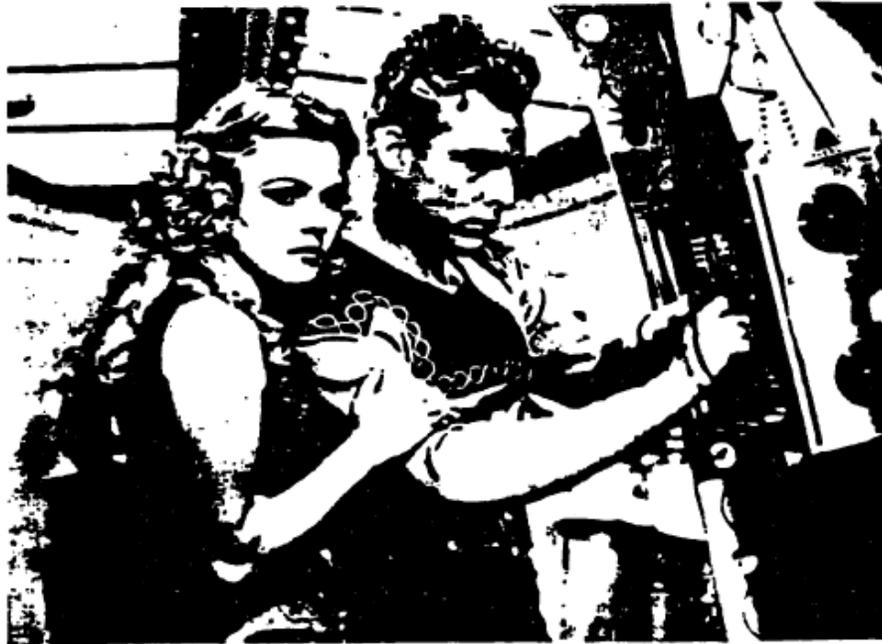
Carolyn and Bob Harniss found their "golden opportunity" as Gold By The Inch Distributors and you can, too! There are only about 5,000 Distributors throughout the U.S., Canada and several other countries, so this is still a true 'ground floor opportunity.' Yet these Distributors' combined sales last year -exceeded 20-Million Dollars, making U.S. Gold a major force in the quality costume jewelry industry.

You can obtain an Information Kit, including a beautiful full-color Catalog and Wholesale Price List free, just by writing and asking for it. Or, if you'd also like to watch a Video Tape that shows everything about the business, include a \$10.00 refundable deposit when you write. Then simply return the Video within 30 days or place an

order and your \$10 will be refunded. Write to: Dept. MM _____ U. S. Gold Chain Mfg. Co. 11460 N. Cave Creek Rd. Phoenix, AZ 85020 or call 602-971-1243.

Section Seven

SELLING INFORMATION PRODUCTS VIA SUCCEEDING IN THE SPEAKING BUSINESS



My first speaker-consultant: BUSTER CRABBE in his previous career.

THE SPEAKING AND SEMINAR BUSINESS

Important Information

The material in this Section has evolved and developed from years of consulting with speakers, presenting "how to" business seminars for speakers, and publishing "how to" information for them. I'm proud to say that hundreds of professional speakers have paid hundreds of dollars each to obtain this information in one form or another, including several past Presidents of the National Speakers Association as well as many of its most important and successful members. In 1984, I first pulled all the information I had on this business together in a "Speakers Course," published in looseleaf notebook form. It has been updated and expanded almost every year and most recently sold, by itself, for \$169.00.

As of January, 1991, that course is no longer available in any form. Instead, I have again updated it and carefully condensed it, and included it in this book. This section of this book is the equivalent of multi-day seminars that professional speakers have paid as much as \$995 each to attend. You will, in my immodest and biased opinion, get more practical value and more truth about this business from this section of this book than from attending twenty NSA conventions and workshops and spending tens of thousands of dollars to do it.

I have not conducted any seminars for speakers in recent years and have no intention of doing so in the future. Just about anything I could think of to say to a group of speakers is right here on these pages. I do sell occasionally, privately consult with a professional or beginning speaker — usually as a result of a referral from one of the speakers I've worked with in the past. I charge \$3,000.00 for one day, ask me anything, map out your marketing plan in one day. If that interests you, feel free to call me personally. Tell the receptionist that you want to discuss a consultation date with me. (I'm not real good about returning calls unless I'm getting money.)

I have also recorded a lot of information, ideas, observations, experiences and how-to strategies for those in the speaking and seminar businesses in audio-cassette format, and you will find those cassettes listed on the Order Form at the end of this book. You will waste more money on one common mistake in this business than it costs to buy all of these cassettes, so I suggest you invest in them.

The speaking business can be an immensely profitable, hugely rewarding, vastly enjoyable means of marketing information products and building up a customer list for future information products. It is not at all difficult to make \$3,000.00 to \$10,000.00 a day in this business, and to do that 50 to 150 times a year. The information in this section will show you how to do that and much more.

AN EYE FOR PICKING WINNERS

Back in 1983, as President of General Cassette Corporation, I created the RISING STAR AWARDS, presented our company exhibit at the National Speakers Association Convention. That year, our recipients were Bill Brooks and Lee Miller.

Bill has since developed one of the most sophisticated, successful, speaking/training/consulting businesses in the country, with a corporate client list that looks like the Who's Who of the Fortune-100. His accomplishments include co-authoring and implementing complete national sales training programs for General Motors, the development of a speaking "school" for NFL coaches and players, and authoring a series of books for Prentice-Hall as well as cassette programs for Nightingale-Conant. Bill's company, THE BROOKS GROUP, delivers million dollars of services each year to its clients. Bill and I co-authored a book: IT'S ABOUT TIME*, which he and I market and as of 1991, is in its 2nd printing.

Lee worked with the huge seminar organization. CareerTrak for several years, was one of the company's highest rated and most successful speakers, and CareerTrak sold well over 50,000 copies of one of her audio cassette programs through its catalog. Lee's own client list includes AT&T. Xerox. IBM. Federal Express and Walt Disney. She is also a very popular speaker in Canada, and is a partner in a public seminar corporation in Canada. Her newest audio cassette program: LIFE STRATEGIES FOR THE 90'S is a fantastic example of a quality information product. Its contents include how to transform fear into action: how to overcome the four major fears that create stress; how to nurture yourself to avoid burn-out learn to be an effective risk-taker overcome poverty consciousness; and creating prosperity for the 90's regardless of the economy. Lee co-hosted the made-for-TV infomercial presenting the famous ' Psycho-Cybernetics Program' with actor-TV personality Chris Robinson ('General Hospital*'), produced by my company. LifeTech Broadcasting Corporation.

These are two of the finest professionals in the speaking business, and I consider it my great good fortune to count them as colleagues and friends.

GETTING READY TO MARKET YOURSELF AS A SPEAKER

Although you are probably past this stage, I would caution you not to begin marketing yourself too soon. I think it was Cavett Robert who sagely said. "If you begin promoting yourself before you're ready, all you do is speed up the rate of the world finding out you're no good."

I went through my "getting good" period here in Phoenix, almost exclusively in the real estate market — where I had no desire to remain on a long-term basis. In 1979, I spoke, mostly for free, in over 100 real estate offices, at their sales meetings, plus assorted breakfast clubs. lead clubs. Salespeople With A Purpose groups, and MLS breakfasts. At many of these meetings, the reps sit at their desks, answering phones. drinking coffee, deciding who to bet in the day's games, while the speaker rights for their attention. It was not a lot of fun But I went from being awful to good, scared to domineering, and dull to funny as a speaker thanks to all that

work.

(I sold my first little cassette album and. sometimes, tickets to my)

If I had to do it all over again, I know how to short-cut the agony by months, but the point is still valid make sure you've got something good to sell before you start selling it

Given that, the following pages will help you clarify and crystallize the "marketing message" that needs to be delivered, about you. This message includes these 8 key points:

- | | |
|-----------------|--|
| 1. Image | 6. Services |
| 2. Capability | 7. Value |
| 3. Credibility | 8. Benefits for a audience and benefit for client. |
| 4. Personality | 9. Products |
| 5. Presentation | |

HOW TO GET "BOOKED SOLID"

Some years ago, my company sponsored several 'How To get Booked Solid' Seminars for speakers presented by Keith DeGreen, then a hugely successful and busy speaker; since a candidate for U.S. Senate; now working in public relations and media relations for a financial planning firm while determining his political ambitions.

At these seminars, Keith gave "beginner" speakers a very simple, very good approach to developing their businesses; define and target three markets for your services: short-term, medium term and long-term.

A short-term market is one where you probably won't want to keep working in the years to come; may be low fee or even no fee, product sales only, but can be penetrated easily and quickly; and uses 'short fuse*' scheduling.

For me, local real estate and insurance companies and distributor-groups within MLM-companies served this purpose. I could do a mailing on Monday, phone follow-up on Thursday, and have speaking 4^tes happen over the next two weeks.

The short-term stuff pays the bills. Puts food on the table. Helps you avoid going broke while you are getting rich and famous. (A big. problem in this business.)

A medium-term market is a place that can lead in directions you want to go, probably pays better, but takes 6 months to a year to penetrate, and has a lead time from contact to engagement of 3 to 12 months.

For many speakers, this is the state/regional association market, in the industry or industries of preference and/or geographic areas of preference. These engagements can lead to a "chain" of other, same level associations across the country, "up" to the national association, and to corporate clients.

A long-term market is a place you want to live and work for years to come. Chances are, it offers

high-end fees or superior product sales opportunities. It'll typically take a year or longer to penetrate, and most dates then have a year's lead time.

Within each time range market, you can handle attacking up to three different industries. More will so dissipate your attention, resources and positioning as a specialist that it will damage your career.

I had done a lot of this before first hearing Keith clearly enunciate it as strategy, but I was further helped by it and have since used it in consulting with speakers in almost every instance. It gives structure to your thinking and forces you to make some decisions.

WORKING WITH TRADE ASSOCIATION MEETING PLANNERS

One of the tricks to getting speaking engagements and/or seminar joint-venture opportunities with state and national associations is to make the Meeting Planner's job as easy as possible. Also, if part of all of your compensation is related to enrollments, ticket sales and/or product sales at the engagement, it's smart to facilitate the attraction of as many attendees as possible.

Some years ago, I designed a "book" for a speaker-client of mine to use with Meeting Planners that was then and I think still is far and away the best such tool ever developed. It worked fabulously well then and,-since then, a few very smart speakers have copied its format with my permission and also been very successful with it. I now present it here, lot anyone to learn from and model after.

I have inserted explanatory comments for you throughout, so you understand why certain things have been included or done in a certain way.

Re. the Cover

1. Note a "price" in the upper right-hand corner. Although these books were never sold, this immediately adds some level of perceived value to the book, encouraging its recipient to take it seriously.
2. The cover copy sells the book to the Meeting Planner.
3. Testimonials were featured, to reinforce the wisdom of the Meeting Planner in choosing to work with this speaker.

IMAGE - CONTINUITY

1. As best you can, describe the image you believe you should and are trying to present.
2. Consider how each of the following items succeeds or fails to communicate that image:

1. Wardrobe	_____ Succeeds	_____ Fails
2. Visual Aids	_____ Succeeds	_____ Fails
3. Hand-Outs	_____ Succeeds	_____ Fails
4. Products	_____ Succeeds	_____ Fails
5. Brochure(s)	_____ Succeeds	_____ Fails
6. Letterhead	_____ Succeeds	_____ Fails
7. Business Cards	_____ Succeeds	_____ Fails
8. Briefcase	_____ Succeeds	_____ Fails
9. Luggage	_____ Succeeds	_____ Fails
10. Answering of business telephone	_____ Succeeds	_____ Fails
11. Automobile	_____ Succeeds	_____ Fails

3. Now evaluate those same items in terms of continuity; do they strengthen your image and project a single image when viewed together or do they conflict and confuse?

INDIVIDUAL - PERSONALITY

1. What is unique about you?
2. What is unique about your platform style and delivery?
3. What is there about you to cause others to perceive you as a celebrity?

Special Note with reference to:

- CAPABILITY - RESUME
- CREDIBILITY - EVIDENCE
- INDIVIDUAL - PERSONALITY

Many people attending our seminars-for-speakers have expressed concern over having diminished credibility because they are "part-time" in the speaking business. To the contrary, it is my opinion that, in many cases, have an active career or business interest is a plus rather than a minus.

Most people enter speaking with at least part of their expert credibility based on accomplishments in other careers or businesses. Then, those who are full-time speakers-grow separated from the source of their expertise by time.

Look at it this way: who would you rather have speak on management to your executives - a management expert who hasn't managed for 20 years or an equally capable speaker and management expert fresh from current management experiences?

Used and presented properly, your current non-speaking activities can add to your credibility and value as a speaker.

Also, as supply-and-demand impacts on value, the fact that you are busy with and committed to other business activities can make your limited availability perceived as more valuable.

I personally use my business relationships and responsibilities to add value to the dates I do have available.

CREDIBILITY - EVIDENCE

Evidence

1. Case histories of significant accomplishments, projects, etc.
 2. Photographs
 - A) In front of a particular audience
 - B) With famous people
 - C) Of a certain activity
 3. Testimonial Letters
 4. Client Lists
 5. Schedule
-

1. List the different methods you now use to provide EVIDENCE to prospective clients of your experience, expertise, effectiveness and worth.
2. List additional ways you could present such EVIDENCE.

NOTE: TO INSURE SUCCESS, A PREPONDERANCE OF PROOF IS ADVISEABLE.

Preponderance

1. A superiority in weight or in power, importance or strength.
2. A superiority in excess in number or quantity.

PRESENTATIONS - CONTENT

1. Write a detailed outline of each presentation you do that tells:

A) *WHAT* will be learned?

- (1) Information
- (2) Techniques
- (3) Skills
- (4) Attitudes

B) *HOW* will it be learned?

- (1) Lecture
- (2) Visuals
- (3) Props
- (4) Participation
- (5) Role-Play

SERVICES - RELATIONSHIPS

1. Describe each service you have rendered or now render to clients.

IDEA LIST

- meeting planning
preparation of customized visuals and hand-outs
- employee or member surveys
- speeches - keynote, banquet
- seminars
- consulting

VALUE - R.O.I. (RETURN ON INVESTMENT)

1. What statistical proof can you provide, in general or specifically related to your services, of a measureable dollar return on investment to the client?

ROI is the greatest marketing challenge facing most speakers.

Regardless of how intangible your topics may seem to be, you must search for ways to "tangibilize" it.

Remember that it's relatively easy to sell money at a discount. Demonstrate to your clients that paying your fees is like buying money at a discount.

BENEFITS - BALANCE

1. List all the benefits the *AUDIENCE* receives from your presentation.

2. List all the benefits the *CLIENT* receives from your presentation.

POSITIONING

1. Define how you want to be perceived.

- A) in comparison to all other speakers
- B) in comparison to other speakers working in your markets
- C) in comparison to other speakers with similar topics

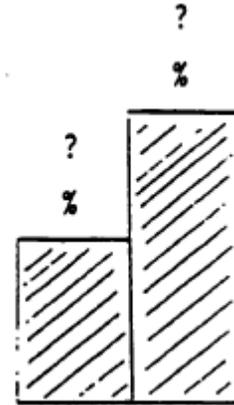
2. What are you doing and what can be done to insure those desired perceptions?

POSITIONING DIFFERENTIATION DEVICES

- 1. Content
- 2. Method of Delivery
- 3. Style of Delivery
- 4. Fee Structure
- 5. Materials
- 6. Client Services
- 7. Personal Unique Factors
- 8. Personal Image

WEIGHTING

1. How much of the prospective client's decision will be based on you (personality, celebrity status) vs. how much on the presentations you offer?



2. Is the content, nature, method, etc. of your promotion in keeping with the way your prospective client will make a decision?

Let me try and better explain 'weighting' for you. If-Gordon Liddy, Bo b Hope, Maria Maples, or some such famous person wants to promote himself or herself as a speaker, the Weighting is 100% personality — nobody cares about the content of their remarks. In my case, a truly famous fellow that nobody's ever heard of, the Weighting's about 80/20...only 20% personality—trying to convince 'em I am famous"; 80% on content. You need to understand why you are being hired and how that decision will be made in order to get this right.

INSIDE THE MEETING PLANNER'S MIND

CORPORATE

1. *WHO* is this person- *WHAT* are his qualifications relevant to my needs?
2. *WHAT* can he bring to my people?
3. *HOW* will it be delivered?
4. *HOW* can I be sure he'll do a quality job?
5. *WHY* this speaker instead of..... ?
6. *HOW MUCH* will this cost?
7. *HOW* can I justify the expense?
8. *HOW* will I measure "success"?
9. *WHAT* has to be done to prepare for a successful function?

ASSOCIATION

1. *WILL* this speaker and this presentation create excitement and high attendance?
2. *WHO* is this person - what are his qualifications relevant to my members' needs?
3. *HOW* can I be sure he'll do a quality job?
4. *HOW* will I promote him and his program to the membership?
5. *WHY* this speaker instead of?
6. *HOW* much will this cost?
7. *HOW* can I incur that expense and still make a profit?
8. *WHAT* has to be done to prepare for a successful function?
9. *WHAT* problems could I have with this person/program?

PROFESSIONAL MARKETING
TOOL KIT
CHECKLIST

1. SPEAKER BROCHURE(S)
2. PRODUCT LITERATURE
3. PRESENTATION OUTLINES
4. CLIENT LIST and/or SCHEDULE
5. TESTIMONIALS
6. CASE HISTORIES
7. ARTICLE REPRINTS
8. NEWSLETTERS
9. SALES LETTERS
10. MEETING PLANNER'S PROMOTION KIT
11. DEMO CASSETTE
12. PRE-PROGRAM QUESTIONNAIRE

PRE-PROGRAM QUESTIONNAIRE

The following two pages show an example of the *PRE-PROGRAM QUESTIONNAIRE* used currently by Mr. Kennedy. We've included both a blank one and one that was actually filled out by a client.

The idea of this *Questionnaire* was first suggested to me by KEITH DEGREEN, in the HOW TO GET BOOKED SOLID SEMINAR that was sponsored several times for General Cassette Corporation clients.

It actually serves two important purposes: one, its obvious purpose of providing useful information about your client and audience; two, when included with your promotional material it emphatically says to the client: "I customize for you."

Notes 7/89

Having used this Questionnaire, in several incarnations, for over five years, I'm more convinced than ever that it is one of the most valuable pieces of literature a speaker can have. Today, just about every speaker claims to "customize"; this demonstrates that you do I

I'd urge you not to copy this one outright. Instead, use it as a source of ideas and develop your own version. Be creative!

I send this Questionnaire out at the very beginning. It's part of my Presentation Kit that goes to qualified leads. It's even used sometimes as an enclosure with initial prospecting letters.

PRE-PROGRAM QUESTIONNAIRE

This questionnaire is designed to help us prepare a program specifically suited to the needs of your group. Please take a moment to fully answer all the questions and return the form to our office. Thank you for your help!

SPECIAL REQUEST:-Please send all available printed material on your company, division, employees and product/service line. Also, please send some blank company stationary, or other material, containing your company logo so that we can personalize all printed material.

(If additional space is needed, use a blank sheet of paper and attach to this questionnaire.)

1. What are the top three challenges or problems faced by the members of your group?

- [1] Effectively Communicating ideas to Clients.
- [2] ORGANIZED Presentations
- [3] SPEAKING INFRONT OF PEOPLE

2. What approximately are the characteristics of your average member?

Age 30
Annual Personal Income 25-30 K
Educational Background College degree

3. Will there be many people in the audience who are not members of your company or association. Please explain:

YES - THERE MAY BE A CLIENT - MKTG. MGR. HOUSTON COCA COLA BOTTLING Co.

4. How many people will be in the audience? 17-18

5. What three things do you think it's most that I know about your group before addressing them?

- [1] ALL ADVERTISING ORIENTED
- [2] ALL ARE CAREER ORIENTED
- [3] ALL ARE AGGRESSIVE

6. What professional speakers have you used in the recent past and what did they discuss?

- [1] NONE -
- [2] _____
- [3] _____

7. Please list the names and positions of three people in the organization who are well-known and well-liked within the group, who will be present at the program and who we can "pick on" (in fun) if the appropriate situation arises.

[1] Name: Tom Ruoy Position: VP / GM
[2] Name: TERESA Fey Position: MEDIA DIRECTOR
[3] Name: John Pitcairn Position: ACCOUNT SUPERVISOR

8. What are the three most significant events to have occurred in your industry or within your group during the past year?

[1] Very Rapid Growth of our Company.
[2] ALMOST 100% TURNOVER -
[3] BUSINESS BECOMING MORE & MORE COMPETITIVE

9. Please share with me any "local color" you can think of relating to the location at which our program will be held (i.e. does the area "roll up it's sidewalks" at night? Are there frequent floods?)

Frequent floods, lots of rain, high humidity, Hurricanes. Ruoy & Pitcairn just turned 43

10. Please share with me any "industry color" you can think of relating to your organization or industry (i.e. did the organization's president just get special recognition?)

11. Specifically, what are you trying to accomplish at this meeting?

[1] PRESENT fundamentals of Presentations.
[2] Show how to Prepare & Overcome fear.
[3] Present in front of Group and one on one.

12. What are your specific objectives for my session?

[1] GAIN Confidence of people
[2] Provide Professional Growth.
[3] How to prepare VISUAL AIDS

13. Are there any issues/topics in particular that you think I should discuss during the program?

[1] USE of flip charts & table top
[2] charts etc - How Much Visual
[3] Aids

14. Are there any issues/topics that you think I should avoid during the program?

- [1] NO -
- [2] _____
- [3] _____

15. Have you any other suggestions to help us make this program your best ever

- 1. BE EXCITING
- 2. RELATE IT TO ADVERTISING & TO SPEAKING / PRESENTING before clients

DURING BREAKS

Visit the

SECURITY TRAINING AIDS

College is proud to represent the full complement of **Thief Control Services**.

The College also represents a growing list of highly qualified capable Speakers and Seminar leaders in a variety of other fields: marketing, management, and employee motivation. Whether you're planning a company meeting, convention or association meeting, you can rely on **College** for expert assistance in selecting the right Speakers and assisting you in planning your event.

Your organization can also custom-design seminars or personnel development programs to fit whatever special needs you have. And, the College can produce and provide manuals, workbooks, audio cassettes or complete audio-visual presentations.

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Book Training

This security program can be installed in your store by following the instructions in these two books \$29.95 ea. order code ET-304 & DT-305.



T.V. Training

Send your employees individually or as a group to your local Security Training Bureau and watch the 5 hour security training program on big screen T.V. or inquire about leasing the T.V. security program for one showing.



TABLE



Cassette Training

Train your employees individually on security with this 8 hour course, or refresh your memory by listening to the seminar again and again. \$75.00. Order code ATS-402 & ATC 403



Don't Hire a Thief

Screen all job applicants with this 126 question Honesty Test. Take 100 tests back to your store today. Pay only when tests are graded \$15.00 per test.



Slides/Tape Training

Train your employees as a group with this slides/tape classroom security training program. Over 350 slides with approximately 3 hours of cassette training. \$350.00 ea. Order code ST-404 & ST-405.



Better Interviewing

Learn the proper techniques of interviewing. Learn which questions to ask, how to check references, how to evaluate an application, and much more. \$129.50. Order code BI 306

Order Blank on Page 75 for mail orders

If you desire to purchase the Security Training Aids here you will receive a discount or bonus on most products. Ask our representative at the table for details.

Pay by cash, check, Visa or Mastercard.

A Picture Story of [redacted]'s Seminar



[redacted] my pilot, and I prepare to leave for another week of seminars.



At our seminar destination, the evening before, you will find [redacted] and me hard at work preparing for the next day.



After you, the seminar sponsor or promoter, open the program with greetings, you will introduce [redacted], so will spend about 15 minutes with the audience before introducing me.



Shortly into the seminar I have everyone involved. Here you see them taking an honesty test. After taking this 7 minute test, they grade it themselves. Interesting responses!!



I then immediately get right into the seminar by asking individual and group questions.



A Picture Story of [redacted]'s Seminar



During the "breaks" some of the store owners visit the Security Training Aids table to purchase the program in various forms for training their employees.



[redacted] can answer any security questions as well as I.



Two Happy promoters of my seminar.



Here a store owner is viewing my slide/tape classroom security training program.



Two happy store owners with seven (7) c-stores just informed me that they saved \$3,000.00 per month since attending my last seminar. (Most people who attend my seminar come back again.)



And here you are, waiting to be filled in. Don't procrastinate! Schedule my seminar NOW and start putting more money in the bank!

PROMOTING YOUR SEMINAR

... the amount of money you are spending for promoting the Total Theft Control System you will want the maximum number of fee paying registrants and the maximum fee. If you follow College promo-
 instructions you will receive the maximum.

... you must understand that there are some misconceptions about fee paid seminars. Some Non Profit Associa-
 tions erroneously think that Non Profit means you don't make any money, when the truth is Non Profit
 means you don't pay taxes on what you do make because the Non Profit Organization is looked upon by our govern-
 ment as a public or trade beneficiary. Another meaning for Non Profit is that no individual or individuals may profit
 from it. It is a service to the public or trade and is allowed to generate income and bank surplus money. The more
 money it generates, the more services and good educational programs it provides.

... I have been the experience of College. College that many seminars are disasters because they are dull, boring,
 and uninteresting. The reason is that they are CHEAP. You were not willing to pay a good price for a good program
 and you got what you paid for. Likewise, if you do not charge a good fee, you will not have the money to get a good
 program. If you charge a good fee and you make a good profit DON'T REBATE the profit to those who attended.
 Keep it to bring in another GOOD speaker.

... The following some Associations and Wholesalers who promote seminars experience disaster is that everyone who
 just one remembers the boring program and therefore they don't think they got their money's worth. So
 what is a next time? The price is cut to try and "draw up" a crowd. Then the promoter degrades himself and
 by calling the speaker to ask him to cut his price.

... has makes people come to a seminar. Most people are too busy to take time off for a seminar, even if its
 who spends his time or money wants to know "What's in it for me?" He doesn't care what it costs or
 spends as long as he is convinced the benefit for attending far exceeds the cost and time spent. With
 his you want to promote the benefit and not the cost.

... College has provided you with a system to promote the benefits of the Theft Control

... You are provided with two black and white photographs (cashier and a deliveryman) with the caption "This
 cashier is a thief! There are seven reasons why in this photograph. Can you pick out the seven signs of theft?"
 ... This deliveryman is stealing from this receiver. Can you tell how? Most owners or managers cannot come
 up with all the answers. This is proof that if cashiers and deliverymen are stealing from them they don't know
 what to look for. So, the first information sent to your retailers is to make them aware that they don't know
 everything.

... Any employee or deliveryman who steals leaves "Theft Tracks" behind. You are provided with a list of 23
 employee "Theft Tracks" and 28 deliveryman "Theft Tracks". The second information sent to your retailer is to
 make them aware that these "Theft Tracks" are in their store today! But he still doesn't know how the thief is
 ripping him off. Now you've got him worrying.

... You are provided with 4 newspaper clippings of employees and deliverymen stealing. One employee \$23,800,
 another \$4,500 and two more \$150,000; also a deliveryman stealing \$84,000 in one store. This is the third
 piece of information sent to inform the retailer how much can be stolen. He now realizes he is no exception,
 especially if he hasn't figured out the theft techniques yet.

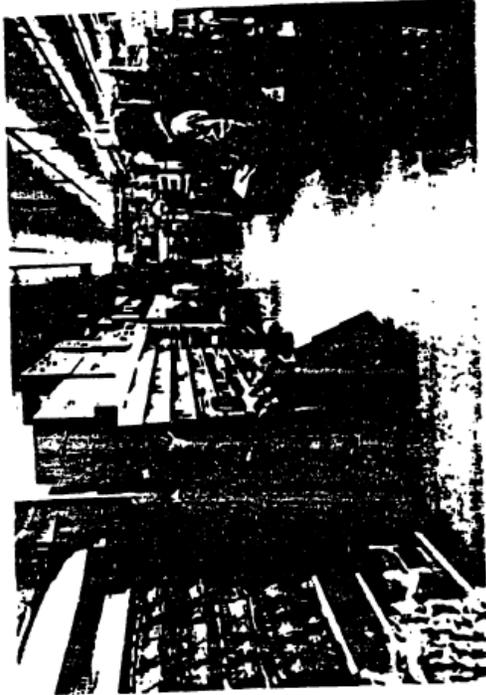
... We provide you with 7 different article reprints from various magazines which have featured or have
 written about his security seminar. Use these reprints in your Newsletters or Publication at least two months
 prior to the seminar date, or direct mail them to your retailers. You have previously convinced the retailer he has
 a problem, now he reads about a dynamic seminar (not boring) where he can find the solution to his problem.

... We provide you with 10 or more reference letters from retailers who have immediately benefited from
 the seminar in dollars and cents (\$11,000 in two weeks following seminar; 400 vendors caught two months
 following seminar; \$100,000 in increased profit this year; \$800 a week savings since the seminar). Now your
 retailer sees the cash benefit for him to spend his time and money. At this point he could care less if you charge
 him \$125.00 to attend. You have convinced him and sold him, not on seminar price, but on benefit to him
 (What is it for HIM?)

... We have provided you with additional promotional techniques such as a news release to send to your local
 newspaper, city magazine, or trade magazine. And we provide you with a brochure of the Total
 Theft Control System.



THIS CASHIER IS A THIEF
 THERE ARE SEVEN (?) SIGNS AS PROOF
 CAN YOU FIND THEM?



THIS DELIVERYMAN IS STEALING FROM THIS RECEIVER.
 CAN YOU DESCRIBE HOW?

FREE ENTERPRISE SYSTEM DOOMED TO COLLAPSE WITHIN TEN YEARS BECAUSE OF THE STEADY INCREASE OF INTERNAL THEFT, SAYS SECURITY EXPERT

..... one of the nation's leading experts in retail security, states that if employee theft continues at the present annual increase it will top one trillion dollars by the 1990's. Studies conducted by the American Management Association, the National Association of Retail Grocers in the U.S., and from statistics received from the U.S. Commerce Department all show an increase in internal theft from \$24 Billion in 1975 to \$40 Billion in 1978 to \$60 billion in 1979 to \$80 Billion in 1980. "The free enterprise system, and our economy cannot absorb this amount of theft, thereby forcing the federal government to take measures to either control theft or take over businesses that cannot survive due to this theft," says. "Today, 3 out of 5 business failures are due to internal theft. The measures whereby our government intends to control theft is through the instant electronic fund transfer systems of 'The Cashless Society,'" he continues.

..... used to be a thief himself, but has reformed and today conducts security seminars throughout the United States and Canada. He will be in at conducting his seminar for local retailers. For information regarding this seminar, call Special Services

"Theft by employees and deliverymen cause at least 1/3rd of the inflation you pay in higher prices at the supermarket!"

.....

"Aware, informed consumers can help retailers stop this theft."

.....

"If the increasing theft problem is not controlled it could actually destroy the Free Enterprise System by the 1990's."

.....

Mr., America's no. 1 Expert on Internal Theft, will be in

..... and available for interviews on Information is enclosed and you can call toll free to Special Services Department, and talk to for additional details.

The media is also invited to attend and report on or film part of one of seminars. Call our local office: Special Services, for information.



Former thief details employees' deft work

By **Special Staff**

For food store owners have trouble recognizing the list since they caught a shoplifter trying to steal from them.

The survey report would put it into how the survey began about increasing shoplifters and retail stores' efforts to counter them on the shelves who are moving for deeper into their profits — their own employees.

Smith, a former food deliveryman who implemented his success by using what he retained, spent the better part of Wednesday trying to convince some 200 employees that they are being robbed blind by the people they work for.

The survey was part of a "Total Theft Control System" program, a one-day program he has used to conduct his own stores in **Smith's** stores. The program represents **Smith's** stores as **Smith's** stores.

Smith says he "was promoted himself" as a "retained deliveryman thief" to an average of 20 to 25 stores a month across the country and in Canada since 1978. After being "out to pasture" by some stores, he returned **Smith** for reporting honestly from his return as a thief, he said he founded a one-profit educational program called **Smith's** College in **Smith's** which he claims has helped some to help retailers increase their profits.

The actual profit from **Smith's** thefts "were around less than \$1,000," he said, and more was taken to support the family. He describes his return as "I have what you need allowed him to put back in the past and go back to put money in your store in stable returns."

Speaking with the assistance and cooperation of a number of associates, the **Smith's** staff, including his **Smith's** business with retail staff members, then told them why people steal and how to prevent them from doing it.

A listing some of the more sophisticated of **Smith's** methods were:

"On each of a **Smith's** been through theft, **Smith** has been internally stolen.

"It takes 40 to 50 shoplifting incidents to equal the actual loss caused by one dishonest employee.

"An investigation costs about a volume of about \$20,000 a year to check according to a 1,500-store survey **Smith's** stores in **Smith's** do about \$40,000 a year.

"In a 10-year survey of retail employees, 70 percent admit stealing from previous employers.

"Statistics of workers before the U.S. Bureau indicates employee theft amounted for losses of about \$40 billion in 1976, \$40 billion in 1977 and \$40 billion last year.

"Internal theft is responsible for three out of five business failures.

Smith says the national average study not profit for one storehouse store before was a 50%.

"How many of you have caught somebody slipping you off for \$21 in one day?" **Smith** asked the audience participants. The significant effect of theft on profits is obvious, he said.

Some stores are taking themselves off they believe that no one will steal from them as long as they are inside the store, **Smith** warns. In a store a month or so, **Smith** has long time employees at **Smith's** delivery men who believe they are reliable and committed people," he said.

"Maybe they won't steal from you."

but maybe they can remember stealing from your store," **Smith** said.

Smith's is one of three key sides of the "thief triangle," according to **Smith** to make for a theft in this plan, he said a "need" and a "risk-free opportunity" also must be present. Because it is obviously an opportunity, **Smith** says, a store's security is not a deterrent in these months, **Smith** said the only sure way to stop a theft is to take away opportunity.

Because there are 450 known methods of stealing in work in the retail industry, "each worker" used to be followed to determine where the individual worker's profits are being cut, **Smith** said. Theft profits are high, **Smith** said, whether they are permanent or temporary.

There are some of **Smith's** suggestions to help to be aware and prevent theft by employees:

"Try to determine how honest job applicants are before they are hired by asking administering a written "honesty test" or finding out about their background. Be more cautious of employees who are honest in store, but beyond their duties, experience a sudden jump in living standards, are poor money managers or are having domestic problems.

"Also be cautious of an employee who is a salesman, troublemaker, lacks goals, is a sloppy worker or has a loose attitude toward rules.

"Eliminate "on site rings" or cash registers which indicate employees may be taking money for merchandise and see rings it up.

"A 10-cent every 10 or 20 minutes, some as a definite indication of stealing," **Smith** said. "Every 100 or 200 cents and you're in a bind."

"Review of "abnormal sale tags" such as 1 cent, which also indicate thefts.

"Is not when an employee demands a

"good receipt" or early cash change which indicates an employee may be performing what's left over after closing the money in the drawer. The money has usually withdrawn before some purchases have been rung up.

"Always have two people counting the cash drawer at the same time.

"Review of average or average patterns. **Smith** says an average is more likely to indicate manipulation by employees, who know their employees will be happy with average than average.

Store owners require help to record further problems to employees won't be caught as told pre-payments without ringing them up later when the problem is detected. Review if employees report an excessive amount of "padding drawers." They may have you keep the customer's money.

"Be most aware of what's going on in store during the closing or overnight shift, when most internal thefts occur.

"Bring across the store with **Smith's** said. "It's running a more program."

Smith's encouraged the owner participate that implementing his suggested survey measures need not destroy trust or have friendly relationships between employees and employees.

"Most employees want to help you as security," **Smith** said. "Only the dishonest ones will quit."

Smith claims he has saved stores across town and representative owners thousands of dollars with his theft control system by increasing store profits that he warned the **Smith's** personnel that they have to take the interest in maintaining his system if they want results.

All I do is make one error **Smith** said. You have to follow through daily.

Recent from Business Review

██████████ restaurant cashier is bound over in thefts of \$23,600

By ██████████

A 26-year-old part-time cashier at a ██████████ restaurant was bound over to the ██████████ County grand jury yesterday on 104 petty theft charges and 56 felony theft charges involving \$23,600, called in.

"At first, I thought it was the cooks, the dishwashers or the busboys," ██████████ said. But, he added, if it was the cooks, "they would have had to take the food out in boxes."

██████████, ██████████, ██████████ had worked at ██████████ Restaurant, ██████████, since May 1968.

Owner ██████████ said ██████████ worked at the restaurant an average of three or four times a week.

Detective ██████████ who worked on the case, said ██████████ would not let other employees near the cash register when she worked. Police said they believed ██████████ would ring up a check on the cash register, but would put the bill and payment aside, never in the regis-

██████████ said he began to notice his restaurant was making no money, unlike his ██████████ restaurant, and he hired an auditor to find out why. Seven months later, the auditor passed down the losses and the police were ter, and later pocket the bill and the money.

██████████ and Detective ██████████ arrested Davis Aug. 16 after a stakeout at the restaurant Aug. 12 and 15. ██████████ is free on \$4,000 bond.

Lunchroom workers pocket \$150,000

(AP) — Two school lunchroom workers pocketed \$150,000 in a scheme so simple a fourth grader could have figured it out," authorities said yesterday.

It was so simple, in fact, the authorities are checking other schools to see if the same thing was going on there. ██████████ and ██████████ the two women worked as cashiers at ██████████ and ██████████ schools on an estimated \$150,000 over a four-year period.

Charged with theft and forgery were ██████████ 31, of ██████████, and ██████████ 42, of ██████████. ██████████ said the women pocketed money pupils paid for their lunches, then juggled the books to show that the food was served free or at reduced cost under the government school lunch program.

"The method was so simple, it could have been worked at the other schools, so they're being audited too," ██████████ said. "It was a scam so simple a fourth-grader could have figured it out."

If the same level of theft was going on at the 11 other schools, ██████████ said, the losses could amount to \$1 million.

██████████ who has been a cashier with the district since 1974, was released on \$300 bond. ██████████ will hold for a court appearance next week.

Employee Who Trained Cashiers Admits Stealing \$4,500

██████████ — A ██████████ Supermarket employee from ██████████ who trained cashiers, admitted in ██████████ County Court Monday to cash thefts of about \$4,500 from chain stores in ██████████.

For a negotiated plea of guilty to third-degree grand larceny, ██████████ 27, of ██████████ received a commitment from District Attorney ██████████ to recommend a maximum sentence of five years' probation, according to court officials.

County Judge ██████████ was told the defendant had agreed to reimburse ██████████ her former employer, for the thefts from stores in ██████████ and the ██████████ area.

Waiting the grand jury process, Miss ██████████ of ██████████ was arraigned on a complaint that she took "about \$500" from the ██████████ store during a visit April 16 as part of her duties as a trainer of cashiers.

The prosecutor read a letter from an aide to ██████████ County District Attorney ██████████ indicating that similar complaints were being investigated against the defendant in ██████████ County.

The letter acknowledged that no additional counts would be filed there if the disposition of the ██████████ charge included a restitution directive.

Miss ██████████ said that her duties included the training of cashiers throughout the chain. She also told the court that there was no basis for additional charges involving her other than in the two counties mentioned.

Miss ██████████ is in ██████████ on the ██████████ obtained

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Miss ██████████ has a record involving probation reports.

██████████ man indicted for tax fraud while soft-drink salesman in ██████████

A soft-drink salesman in ██████████ who the government said made more than \$84,000 by altering invoices, was indicted yesterday by a federal grand jury here for income tax evasion.

██████████ 49, of ██████████ is accused of failing to pay \$23,961 in income tax due on \$94,076 he collected and kept as a driver-salesman for ██████████ of ██████████. The Internal Revenue Service at ██████████ said the tax violations occurred from 1973 through 1975.

U.S. Atty. ██████████

said IRS investigators found out that ██████████ changed invoices to charge ██████████ Markets of ██████████ for more ██████████ than he delivered. ██████████ then sold the ██████████ paid for by ██████████ to customers along his route, the indictment read.

The IRS said ██████████ reported taxable income of \$2,632 in 1973, \$718 in 1974, and \$3,163 in 1975.

If convicted, ██████████ who no longer works for ██████████ could be fined a maximum \$30,000 and imprisoned for 15 years.

**STATE
FOOD DEALERS' ASSOCIATION**

In State Toll Free (800) 451-1111

Serving the Entire Grocery Industry Since 1899

December 18, 1981

Mr. [redacted] College

Dear [redacted]:

At long last, thank you for your excellent presentation at our Convention in [redacted]. We couldn't ask for more. We have received many fine comments.

(Your presentation alone was worth the price of registration many times and will really put money in the bank if followed.)

I am sorry it has taken so long to get this "Thank You" to you. A few other things had to come first.

Thank you again for being with us. Keep up the good work. I hope our paths cross again in the very near future.

We wish you a very Merry Christmas and may the New Year bring you an abundance of good health, happiness and success.

Sincerely,

[redacted]
Executive Director

FHM/sbw

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STORES

[redacted] College

Att: [redacted]

Dear [redacted]:

Security programs and procedures are as good as the people who participate in them, and the training and preparation which they receive.

It is almost six months since you conducted the total theft seminar for all of our store managers.

We have since conducted the seminar for our assistant store managers and repeated it for our store managers. I want to take this opportunity to tell you that these seminars have turned out to be one of the smartest business decisions we have ever made. We are very pleased with the results. We are in the midst of one of our best years to date.

With every good wish and kind regards,

[redacted signature]

Agnes J. V.P. Director of Loss Prevention
JLV/bg

16

Shop The Big And Save

IN CO-OPERATION WITH [redacted]
Association Name

—PRESENTS—

Total Theft Control System® Basic Session

- OWNERS • EXECUTIVES
- SUPERVISORS
- MANAGERS

YOU'LL LEARN

Why it is easy to steal in your store
Most repetitive methods of theft in your store
How to identify THEFT TRACKS in your store
to double your NET PROFIT
to make from \$25,000 to \$100,000
annual profit per store
(COLIN)

WHY DO YOU NEED TO KNOW MORE ABOUT THEFT CONTROL

- Your store theft is over 2% of sales
- The percentage of loss has increased that percentage
- One week's sales in your store is equal to your annual loss to theft.
- Most store owners are looking in the wrong direction to control theft.

HOW TO ENROLL

Please send _____ people for _____ seminar
_____ guaranteed or my money back, theft program.

Enclosed a _____ (check or M.O.)
 \$75 one person \$70 each, 2-4 persons
 \$85 each, 5 or more

Store Name _____
 Address _____
 City _____ State _____ Zip _____
 Telephone _____ Contact _____
 Seminar Location _____

Starting Time: 9:00 A.M. Ending Time: 3:00 P.M.
 Fee includes: instruction, course material, breaks and lunch
 plus thousands in savings.

GUARANTEE

After following the seminar, if you do not think that you have profited many times more than the cost to attend, _____ and refund 100% of your fee.

Association Name
and Telephone

"We caught 17 vendors stealing the first week after the seminar. BEST MONTH WE EVER SPENT!"

10 Convenience Stores
Inc. Stephenville, Tx.

"Four weeks following the seminar we reduced our shortages 38%. Eight weeks following the seminar our shrinkage reduced by 51%."

24 Convenience Stores
Lansing, Mich.

"After the seminar the results were just unbelievable, all for the better!"

5 Supermarkets
Baytown, Tx.

"We will save \$100,000 this year as a result of this program."

20 Supermarkets
Greenville, Tenn.

Dear Retailer,

About a week ago I sent you an announcement about the upcoming Theft Control Seminar. Those of you who are hesitating to enroll — I know what you're thinking!

"It hasn't been that long since he was countin' cash! And before that, he was driving a bread truck! WHAT CAN HE TELL ME THAT I DON'T ALREADY KNOW?"

I understand that reaction. But, frankly, I think you're wrong. Times change, people change, conditions change. The time, today, the conditions: employee and vendor theft is cheating you out of at least 2% of profit and most of you don't know it. And, today, _____ is nationally recognized as the #1-Expert on Total Theft Control. You owe it to yourself to hear this presentation. I hope you will.

Sincerely,

P.S. This is what _____ the executive director of _____ Retail Grocers Association, tells you: "For forty years I have run stores and owned stores. I now direct _____ Retail Grocers Association. Never, in forty years, have I seen a program so powerful, so well presented, and so profitable for our retailers. I learned things about theft I never knew existed. When our association sponsored _____ program I urged and begged them to attend. As a result we had 156 people attend and their response was so overwhelming we are going to have to bring him back again."

MEETING ROOM RECOMMENDATIONS FOR THE SEMINAR

1. 7 to 10 foot wide projection screen. The width of the screen depends upon the number of people attending or more people requires a 10 foot wide screen. When you call the motel or meeting establishment, you must specify the screen width in feet. If you ask for a large screen, they will give you the largest screen they have which may be a 4 foot wide screen. Make sure it is understood that you mean width and not height. 10 foot wide screen does not mean a 10 foot tall screen. This may have to be rented in advance from an audio-visual company. Tell them this.
2. Projector table
3. The meeting room should have at least a 12 foot high ceiling (15 feet for 100 or more people). This is for the screen height to enable the people in the back to see the screen over the heads of the ones in the front. An exception would be a sloping auditorium type of room. Make sure the room has no chandeliers blocking the view of the screen.
4. Classroom style seating (tables and chairs) is recommended. Theater style seating (chairs only) for security speaking engagements lasting one to three hours for conventions.
5. Two 6 foot tables next to the coffee table for back-end sales. If your seminar is not an in-house seminar for your company, but is a promoted seminar with multiple store buyers, Mr. [redacted] will be selling his security manuals, books and audio-visual training aids during the coffee break. If you are a wholesaler or association promoting the seminar for your members and you allow us to central bill your organization for any those attending who wish to purchase our training aids, we discount to you 10% for central billing. This material will also be made available to you at quantity discount for future sales to your members.
6. Blackboard, chalk, eraser, and a 4 foot table for the front.
7. Pencils for each participant.
8. Two extension cords and one piano bench or low table.
9. If your seminar is an in-house company sponsored program for your employees, the deliveryman that brings manuals will include reference to your own deliveryman invoices. For the two to four weeks prior to the seminar date, you must order all current invoices, multiplying cost times quantity and adding the invoices; or any other deliveryman "mistakes" or alteration that has cost you money had you not caught them, and attach a note to each invoice explaining the error and how much it cost you. Bring the incorrect invoices to the seminar. Mr. [redacted] will conclude his seminar with these incorrect invoices.

SPECIAL NOTE: Mr. [redacted] will bring with him his own projectors, neck microphones, handouts and note taking manuals for each participant. He would like for you to furnish pencils. He will need approximately 1 1/2 hours prior to the seminar to set up, therefore the room must be set up 1 1/2 hours before meeting time. Mr. [redacted] cannot set up in the meeting room it is set up. Make sure the meeting establishment knows this. If your seminar begins at 8 A.M. Mr. [redacted] needs to be in the room by 6:30 A.M., or, if possible, can set up the evening before. Therefore, if meeting establishment must have all tables and chairs set up 1 1/2 hours before the meeting, or the evening before.

Dear Retailer,

Please take this final reminder seriously. I urge you to be certain that you not only attend our upcoming seminar, but that you also have all your important management people there.

[redacted] Seminar on theft control can potentially increase your gross profits by as much as 2%, and some of you as high as 5%. You should be there — and let [redacted] show you how.

[redacted] says "I saved \$100,000 in theft alone twelve months following Jack's seminar."

[redacted] [redacted] Stephenville, Texas says "In our 83 [redacted] stores [redacted] seminar helped us reduce our shrinkage from over \$100,000 per month to \$40,000 the first month following his seminar."

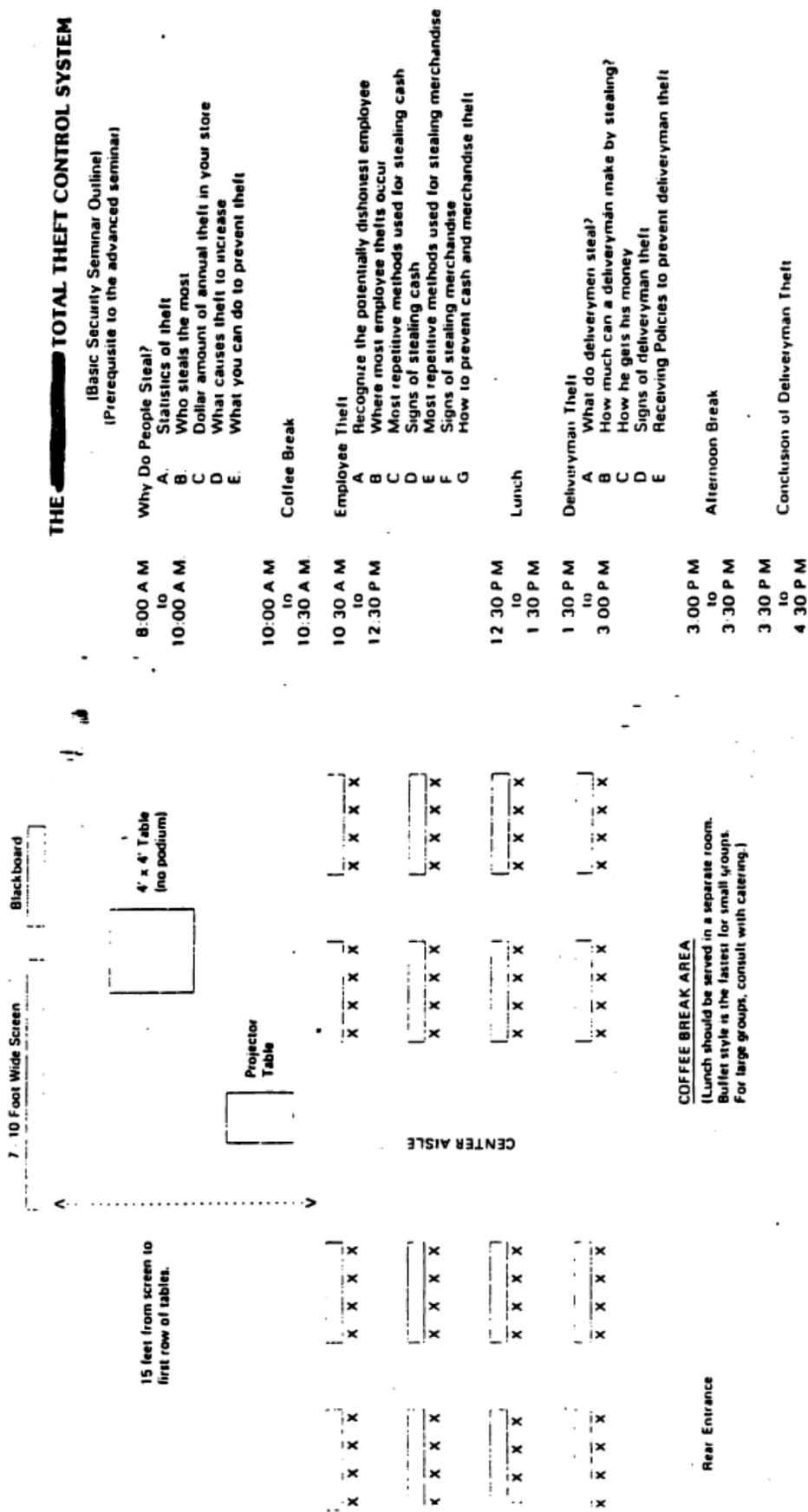
[redacted] Houston, Texas

You too, can achieve such results. Will you find out how? Join us, please, for an exceptional* reliable day!

Sincerely,

P.S. Call now to register. There is limited seating and time is running out!

THE FOLLOWING DIAGRAM IS FOR YOUR REFERENCE IN PLANNING ROOM SET UP.



PUTTING EFFECTIVE MARKETING SYSTEMS TO WORK IN YOUR SPEAKING BUSINESS"

I love the word "system! In my thinking, a "system" can be something as simple as the use of a particular follow-up letter I devised, that is always sent 6 days after a customer has purchased my Course by mail which has cut the return-for-refund rate back from 5% to 1%; or a "system" can be much more complex, involving a timed series of a dozen or more different communications with a group of prospective clients. Regardless of complexity, being able to say that you have a System in operation means that you have a specific, effective strategy being carried out with religious discipline, without your constant supervision necessary. Good systems are the heart and soul of good businesses.

MOST SPEAKERS have very few, if any, true systems. Their marketing efforts are catch-as-catch-can, with new decisions being made frequently the wheel being re-invented almost daily and a lot of business falling through the cracks because of chaotic, confused, inconsistent follow-through. In my entire time in NSA, since 1978, I've talked to fewer than a dozen speakers who have true marketing systems in operation in their businesses.

SYSTEMS DEVELOPMENT AND IMPLEMENTATION is a painful process - it really is! We have certain systems in operation in our businesses that have taken as long as two years to finally "lock in"; and we have many more that we know need to be implemented than are implemented. However, the pay-off of ultimately getting a true system operating is so great that it more than compensates for even years of struggle. And, in your business, having only to manage yourself and possibly one or two other staff-members, it should be easier and faster for you to design and implement systems than it is for larger, more complex business organizations.

ONE OF THE MOST IMPORTANT SYSTEMS you can put into place is what I call a "Prospect Contact System." The purpose of this system is to increase the frequency of communication with prospective clients; demonstrate consistency to the prospective clients; utilize the success principle of persistence; utilize the advertising principle of top-of-consciousness; and prevent prospects from being lost and forgotten.

My recommendations for this System are based on the idea that a prospect worthy of one contact, is worth a dozen; if you're not convinced that he warrants the investment of a dozen contacts, he's probably not even worth one. Many speakers, incidentally, complain about the ineffectiveness of direct-mail for this reason: they unrealistically expect significant results from one contact.

The following pages outline a suggested CLIENT AND PROSPECT CONTACT SYSTEM and a COMMUNITY PROMINENCE SYSTEM.

CLIENT AND PROSPECT CONTACT PROGRAM

Objective: 10 to 12 contacts per year with
each person on your list

1. Correspondence	1 x
2. Newsletters	4 x
3. Article reprints	1 x
4. Telephone calls	2 x
5. Invitation to hear you speak	1 x
6. Demo tape	1 x
7. Other tape	1 x
8. Greeting cards	2 x
9. Personal visit	1 x
	<hr/>
	14 contacts

One of the business methods practiced by all of the exceptionally successful speakers we've analyzed is the adherence to a planned program of frequent and repetitive contact with their clients and prospective-clients.

We recommend that you make contact with each client and prospect at least ten to twelve times per year:

CORRESPONDENCE

May include your initial contact letter; a follow-up letter; a sales letter for your cassette program.

NEWSLETTERS explained elsewhere in Manual.

CLIENT AND PROSPECT CONTACT PROGRAM / Page 2

ARTICLE REPRINTS

Whenever you have an article written about you or by you published, copies should be sent to all clients and prospects.

TELEPHONE CALLS

You and/or your staff member should -make phone contact with each client and prospect at least twice a year.

Possible Reasons:

- A) Follow-up on initial letter or mailing
- B) Follow-up on demo tape sent
- C) Follow-up on a meeting the client used another speaker for -"how did it go?"
- D) "Going to be in your area" - lunch, dinner, etc.

INVITATION TO HEAR YOU SPEAK

The most effective way to promote yourself is to have-one to several prospective clients each presentation you do as guests.

DEMO TAPE

Every qualified prospective-client should receive your Demo Tape. And, when you release a new Demo Tape, every client should receive a copy.

OTHER TAPE

At least once each year, a tape selected from one of your (new) cassette programs or a tape recorded live at one of your presentations should be sent to all clients and prospects.

GREETING CARDS

Christmas, Thanksgiving or the New Year provides an opportunity to "thank" clients for their support Depending on your clientele, type of presentations, etc you may be able to find a creative way to capitalize on some other occasion, such as St. Patrick's Day or Halloween.

PERSONAL VISIT

Although many speakers abhor the idea of making "personal sales calls," it does work. Arranging your travel schedule to permit by-appointment or drop-in sales calls on several prospective clients a week this year could double your bookings next year.

COMMUNITY PUBLIC RELATIONS PROGRAM

1. Once-a-month speaking engagement
2. Once-a-month media appearance
3. Once-a-month V.I.P. luncheon
4. Telephone directory listings
5. Newsletter
6. Newspaper column
7. Memberships
8. Charitable activity
9. Staff active in public relations

We strongly recommend a "high profile" in your own community. (Read Russell Conwell's classic 'Acres Of Diamonds' to fully understand why.)

1. Speak once a month in your own community, even if it has to be without compensation.

Consider:

- A) Real estate boards and MLS meetings
- B) Civic groups i.e. Kiwanis, Optimists, Jaycees
- C) Business groups i.e. S.W.A.P., Sales And Marketing Executives
- D) Schools
- E) Churches and church groups

2. Make a media appearance once a month.

Get on a radio, TV or cable-TV talk show or news program in your area once a month. TAPE OR OBTAIN TAPES OF THESE APPEARANCES to use as promotional tools.

COMMUNITY PUBLIC RELATIONS PROGRAM/ Page 2

3. Host a V.I.P. Lunch once each month.

Select two to four individuals in your area who are or could be important to your business, and take them to lunch as a group. Try and match people with something in common in each group. Plan a topic of conversation that will be of interest to each person, and that each person can contribute to.

Consider:

- banker
- officer of Chamber of Commerce
- lawyer
- officer of other civic organization
- accountant
- media contact
- client

4. Telephone directory listings.

We recommend a bold-face White Pages listing and at least one or two Yellow Pages listings.

List under "Lecture Bureaus" or "Speakers Bureaus" in the Yellow Pages.

5. Newsletter

Include prominent members of your community on your newsletter list, including:

- Politicians
- Radio and TV personalities
- Newspaper reporters and editors
- CEO's of the 100 largest companies
- Officers of civic and business organizations

6. Newspaper Column

Try to find a small community or business newspaper you can write a regular column for, on the subjects you speak on. If you are unsuccessful and eager to do a lot of local work, you may want to pay to run your column.

7. Memberships

Selectively join and be active in clubs and associations with members who could use your services.

8. Charitable activity

Be alert for opportunities to donate services to a worthy non-profit organization, and gain publicity as a result.

9. Get your staff members active in local public relations

Make sure each member of your staff has his or her own business cards, as your "representatives." Encourage staff members to join and participate in associations and organizations.

MORE ABOUT "SEEDING" YOUR AUDIENCES TO GET MORE BOOKINGS

Maybe it's because I dislike travel so much, but when I'm going to Omaha to deliver a speech, I want to do everything possible to get maximum productivity and dollars out of that trip. Maybe it's because I'm cheap, but when I'm going to Omaha at a client's expense, it thrills me no end to find a way to make some extra dough while I'm there. This breeds what I call "marketing efficiency."

As a speaker, the best marketing efficiency is having people in every audience who can book you to speak somewhere else, if they like what you do. In effect, you are acting as your own brochure. And, hopefully, you are your own best brochure.

As soon as you get a booking, say in Omaha, your 'marketing machine' should go to work on Omaha:

1. What prospects are there or near there that can be invited to attend the speech?
2. What 'suspects' can we quickly turn into prospects, that can be invited to that speech?

Prospects, of course, are people you're already pursuing. 'Suspects' are people who are the same as prospects or clients you have in other areas. Example: if I'm speaking to the direct marketing club in Omaha, I'll invite the meeting planner from that state chiropractic association to come here me speak — because-I speak to chiropractic groups a lot. --

If the typical speaker made sure there were at least two qualified prospects in every audience* he'd never run out of new clients and he would always be booked solid.

One of the busiest, always booked solid speakers I know is Mark Victor Hansen. Would you like to know why? Because he is a disciplined 'prospecter.' Every day, even while on the road, from hotel rooms, from pay-phones, from wherever, he makes a certain number of calls. Everyday. (I also happen to know the #1 insurance agent in Arizona. His secret? "Every day I make 25 phone calls.) If you will apply that kind of discipline to getting good prospects in every audience, you will automatically be booked solid.

The same idea applies to public seminars, incidentally. If you are putting on your own seminar somewhere, for heaven's sake "comp" a few people in who are qualified to hire you to speak.

I am embarrassed to admit that I learned this late in the development of my speaking business. It first occurred to me as a result of a conversation with Keith DeGreen, to give credit where credit's due. And now that I know it, I don't need it much; my desired number of speaking dates fills mostly from repeat business and referrals. But if I suddenly wanted to double my number of dates from one year to the next, this is the numero-uno strategy I would employ.

MORE ABOUT “DEMO TAPES”

I will never forget getting a 'demo tape' from a very well-known NSA Member, a "blow-hard" about how well he was doing, and an officer of the association — it had been partially recorded in his home (you could hear water dripping!) and was duplicated on a K-Mart cassette. On the K-Mart label, he hand-wrote his name and phone number. This idiot walked around in \$500 suits, then got thrifty with his demo tape.

I'm a bit of tightwad myself. I re-roll the correction tape spools for my Memory writer and use 'em twice, for example. But a prospective client never sees that.

If you're going to do a demo tape, go first class.

For years, I operated without one. Instead, when we had a highly qualified prospect clearly identified, I sent him or-her a box full of stuff: a couple of my books, one or more complete audio cassette programs, past newsletters, article reprints, 'the works.' I still do this in many cases.

But, a single demo tape can be a very effective promotional tool, given:

1. A pro voice/announcer introduction, segways and outro.
2. Professionally recorded and edited excerpts of your speeches and seminars that demonstrate:
 - A) "Meat"...value in your material
 - B) Diversity...that you can do different things i.e.-instruct, motivate, etc.
 - C) Audience laughter
 - D) Audience applause
3. Client and/or audience testimonials, recorded on the spot and/or by phone
4. High quality sound
5. A good label or ink-jet imprint on the cassette
6. A hard box with J-Card or other package (not a loose tape)

One of the best demo tapes I ever heard was Ty Boyd's, of several years ago. If you meet and get to know Ty, you might ask to hear his demo tape. Bill Brooks' demo tape is, also very good.

You may have different demo tapes for different markets, by the way. When I was aggressively working in the multi-level/network marketing industry, for example, I had a demo tape just for that industry, because I did dramatically different things on stage with their groups than with other types of audiences.

PROMOTIONAL GROCERY LIST

- Advertising - media
- Attend trade shows, meetings - make contacts
- Agents
- Be seen - invite guests to ALL presentations speak free for right exposure showcase create your own showcases (executive luncheons)
- Cold Prospecting – telephone personal sales calls
- Direct-Mail
- Exhibit
- High profile - in community, in a specific market
- Personal contacts
- Product sales - produce client prospects
- Referrals
- Sales Representative - in office or in field

CONVENTIONAL SOURCES OF BOOKINGS

- A. Conventions
- B. Scheduled Workshops, Regional Meetings, etc.
- C. Special Seminars

	<u>A</u>	<u>B</u>	<u>C</u>
1. Corporate Clients	X	X	X
2. Associations - Nat'l., State, Local	X	X	
3. Governments			X
4. Clubs -	X	X	
5. Churches, Church Groups			X
6. Seminar And Rally Promoters			X
7. Department Stores			X
8. Magazine Publishers			X
9. Direct And MLM Sales Organizers	X	X	X

DIRECTORIES. AGENCIES AND BUREAUS

A *DIRECTORY* is a professionally compiled listing source, providing names, titles, addresses, phone numbers, and other relevant data about potential prospects for your services. We encourage speakers to compile their own mailing lists of fresh, potential prospects by consulting a number of different directories (rather than renting a mailing list, for example). There is a "DIRECTORY OF DIRECTORIES" which will help you find every published Directory relevant to your specialties.

A "*SPEAKERS BUREAU*" is a business that matches speakers with clients on a nonexclusive basis. This means that you can list with a number of Bureaus without any conflict, and without giving up control of your right to market your services. Some Bureaus assess speakers set-up or listing fees, printing charges, and other costs before/in addition to their "commission" earned per booking. Unfortunately, there is no way to carve in stone any advice on determining the legitimacy of a Bureau. Obviously, someone operating a Bureau with front-fees, even small ones of \$25 to \$100, could make a lot of money from speakers without ever getting anybody a booking. Best advice: before paying any money to any Bureau, check with several other speakers you know who are listed with that Bureau, to determine their level of satisfaction. One other caution: NEVER permit a Bureau to collect your fee and/or expenses from the client, and pay you later. Insist that YOUR payment policies be adhered to.

An *AGENCY* typically requires an exclusive arrangement with the speaker. Most speakers are well-advised to avoid entering into such an exclusive arrangement and thereby giving up control of marketing.

The following pages present a LIST OF DIRECTORIES, BUREAUS, AGENTS and related information sources. Those that we recommend are marked with a star (*) for your convenience.

1990 Note:

These listings are, frankly, not up-to-date. It has been a year or two since they were all verified, although those starred (*) are believed to be current as of 12/90. Additional, current information about agents and bureaus is most readily available from Dottie Walters, publisher of SHARING IDEAS (see Appendix) and from contacts made via NSA and IPA.

DIRECTORIES

1. Corporate Meeting Planners Guide The Salesman's Guide, Inc.
1140 Broadway
New York, NY 10001
2. Director Of Directories
Information Enterprises Inc. Gale
Research Co. Book Tower Detroit, MI
48226
3. Encyclopedia Of Associations Gale
Research Co.
4. National Trade And Professional
Associations Of The U.S. Columbia
Books
777 14-Street SW
Washington, D.C. 20005
5. World Convention Dates Magazine 79
Washington St.
Hempstead, NY 11550
6. Speakers Bureau Directory American
Society For Training
& Development
7. Chamber Of Commerce Directory
Johnson Publishing Co.
Box 455 Loveland, CO 80537
8. MPI Membership Directory
3719 Roosevelt Blvd.
Middletown, OH 45042
9. Franchise Annual Directory
Info Press 728 Center St. Lewiston, NY
14092
10. American Program Bureau
850 Boylston St.
Chestnut Hill, MA 02167
11. The Associated Clubs, Inc.
One Townsite Plaza
First National Bank Bldg.
Suite 315 Topeka, KS 6660
12. Connecticut Speakers Bureau
9 Kent Lane
Bloomfield, CT 06002
13. Convention & Conference Cons.
2751 Lake Cook Rd.
P.O. Box 179 Deerfield, IL 60015
14. Lordly & Dame, Inc.
51 Church St.
Boston, MA 02116
15. Bruce Merrin Organization
9000 Sunset Blvd., #610
Los Angeles, CA 90069
16. The Arnold Agency
1252 W. Peach tree Suite 552
Atlanta, GA 30309
17. Ajay Public Relations
405 E. Rosewood
San Antonio, TX 78212
18. The Contemporary Forum 2528-A W.
Jerome St. Chicago, IL 60645
19. Kim Dawson Agency
1143 Apparel Mart
Dallas, TX 75207
20. Jordan Enterprises 3121 Maple St., NE
Suite 1
Atlanta, GA 30305

DIRECTORIES/continued

21. Peg McCollum Management Services
P.O. Box 703
Tallahassee, FL 32302
22. Mid West Program Service, Inc.
208 Trail West
Lake Quivira, KS 66106
23. National Speakers Bureau
222 Wisconsin Ave.
Lake Forest, IL 60045
24. The Public Affairs Lecture Bureau
55 E. 43rd St.
Suite 216
New York, NY 10017
25. Rocky Mountain Speakers Bureau
8132 Ammons Way
Arvada, CO 80005
26. Showcase Associates, Inc.
Benson East
Jenkintown, PA 19046
27. National Sales Seminars
Bos 838
Santa Ynez, CA 93460
28. The Program People
P.O. Drawer 1426
Oak Brook, IL 60521
29. Quest IV
930 Poplar
Boulder, CO 80302
30. SBA Bureau
111 E. Wacker Dr.
Chicago, IL 60601
31. The Speakers Guild, Inc.
1611 Canyon Blvd.
Boulder, CO 80302
32. The Corporate 1000
The Washington Monitor Inc.
1301 Pennsylvania Ave. NW
Washington, DC 20004

* Recommended by Dan Kennedy

CALIFORNIA - Fremont

M	TYPE OF BUSINESS	MEETING PLANNERS	NO. OF MEETINGS	MONTHS HELD	NO. OF DAYS	NO. OF ATTENDEES	LOCATION
CO INC. Trune Ave. Fremont, 94539 Phone: 415-656-4900	Mfr. Fabricated Structural Metal	DOUG NESBITT (Gen. Mgr. - Western Region)	1-2	Var.	1-2	A	SW, W
BERBERIAN BROS. Van Ness Ave. Fresno, 93721 Phone: 209-233-4144		JIM AVAKIAN (Sls. Mgr.) RICHARD BERBERIAN (V.P.)	8-10	10, 11	1	A	W
C. FISHER CONSTRUCTORS Div. of Fisher Industries O. Box 7800 Fresno, 93747 Phone: 209-251-6061	Gen. Contractors	SUSAN FISHER (Dir. Pub. Rel. & Comms.)	3	Var.	3-4	A	W, R
MARTINOIL CO. INC. 74 S. Cherry Fresno, 93706 Phone: 209-486-2770	Wholesale Petroleum	DAN MARTIN (Secy./Treas.)	1	Var.	1	A	SW
ABODY FLOWAY INC. Div. of Peabody Intl. O. Box 164 Fresno, 93707 Phone: 209-442-4000	Mfr. Pumps	PAUL NEARPASS (V.P. -Mktg.)	10	Var.	1-2	U, A	US, A, R
ERCE ENTERPRISES 51 Byrd Ave. Fresno, 93706 Phone: 209-441-1551	Dry Wall Plastering	KENT KUNI (Secy./Treas.)	10	Var.	1	A	W
LABROOK FOODS, INC. 174 E. Clinton Way Fresno, 93727 Phone: 209-252-2836	Frozen Foods	HOWARD MASTERS (Pres.)	6	Var.	2-3	A	E, W
ANGAS, INC. 171 N. Pine Fresno, 93727 Phone: 209-252-8811	Wholesale Petroleum Prdts.	RICHARD H. BRAGG (Pres.)	50	3, 4	1	A	W
ENDO CO. 1. Ingram Ave. Fresno, 93750 Phone: 209-439-1770		MATTHEW A. FLYNN (Sr. V.P. - Sls. & Mktg.) ANDY P. BODAI (Conv. Mgr.)	2-3 4	3, 8, 12 Var.	2 1	U, A A	E, W W
ECKMAN INSTRUMENTS, INC. 500 Harbor Blvd. Fullerton, 92634 Phone: 714-871-4848	Mfr. Analytical Instruments	ROBERT CRITTENDON (Corp. Mgr. Mktg. Comm.) RICHARD GUERTIN (Natl. Sls. Planning Mgr.) JIM OBERMAYER (Mkt. Comm. Mgr. Sls./Svce.)	12	All	3-4	A	W, E, MW
BS MUSICAL INSTRUMENTS Suby. CBS, Inc.) 300 E. Valencia Dr. Fullerton, 92631 Phone: 714-738-7412	Mfr. Musical Instruments	JIM CRUICKSHANK (Adv. Mgr.) KURT HENRICH	2	1, 6, 9	1	A	US
FENDER ROGER & RHODES DIV.		HAROLD HYATT (Sls. Dir.) SUSAN WILLIS (Sls. Secy.)	2-3	2, 6	2	A	MW, SW, W, SE
AMELOT CARPET MILLS 420 S. Manhattan Fullerton, 92631 Phone: 714-774-7330	Mfr. Carpets & Rugs	JOHN ASARO (Sls. Mgr.)	1	Var.	2	A	W
FENDER MUSICAL INSTRUMENTS 300 E. Valencia Fullerton, 92631 Phone: 714-879-8080	Electric Pianos	DIANA HUNT (Dir./Personnel) KURT HENRICH (Dir.-Admin.)	2	Var.	1	A	SW
HUNT-WESSON FOODS, INC. Grocery Sales) Esmark Div.) 645 W. Valencia Dr. Fullerton, 92634 Phone: 714-680-1000	Grocery Prdts.	(OPEN) (Trng. Mgr.)	1	10	2	B	E, W, MW
AYMAR A Microdot Aerospace Fastening Systems) 80 S. State College Blvd. Fullerton, 92631 Phone: 714-871-1550	Mfr. Bolts, Nuts, Screws, Etc.	JIM TORNON (Natl. Sls. Mgr.) SANDRA YOUNG (Mktg. Secy.) DUDLEY POWELL (V.P. -Mktg.)	1	2	4	A	W

MONTHS HELD (1) January (2) February (3) March (4) April (5) May (6) June (7) July (8) August (9) September (10) October (11) November (12) December
 NUMBER OF ATTENDEES (U) Under 50 (A) 50-100 (B) 100-200 (C) 200-500 (D) Over 500
 LOCATION (E) East (SE) Southeast (MW) Midwest (SW) Southwest (W) West (US) Within Continental USA (OC) Outside Continental USA (DC) Downtown Facility (A) Airport Facility (R) Resort Facility

ROTO-ROOTER CORPORATION

300 Ashworth Rd., West Des Moines, IA, 50265. Contact: M. B. McCoy, Fran. Dir. Tel: (515) 223-1343. Sewer and drain cleaning services, residential, commercial and industrial. Franchisor. Established: 1936 - Franchising Since: 1936 - Number of Units: Franchised: 750 - Approx. Inv: franchise fee \$500, investment varies considerably depending on territory.

RYAN HOMES, INC.

100 Ryan Court, Pittsburgh, PA, 15205. Contact: Don R. Funk, Fran. Mgr. Tel: (412) 276-8000. Ryan Homes is one of the largest single family homebuilders in the U.S. Ryan builds single and multiple family dwellings and offers a variety of building options, each home being built to a customer's specific order. Ryan franchise offers a market tested product, expertise in production, administration, marketing and financing. Franchisor. Established: 1948 - Franchising Since: 1978 - Number of Units: Franchised: 7 - Approx. Initial Inv: \$50,000 - Approx. Total Inv: \$150,000 - \$200,000 - Royalty: 1%.

SPR TUB & TILE REFINISHING

(Handi Man Services, Inc.)

412 Wingfield Ave., Chesapeake, VA, 23325. Contact: Larry Stevens, Pres. Tel: (804) 543-4474. Repair & refinishing of bathtubs, porcelain and fiberglass, tile, cultured marble, formica type counter tops, appliances, etc. Franchisor. Established: 1968 - Franchising Since: 1973 - Number of Units: Franchised: 20 - Investment: \$19,900 includes service truck, tools, chemicals, training to get you started right - Royalty: 5%.

SAN JUAN PRODUCTS, INC.

O. Box 652, Hemet, CA, 92343. Contact: George Sullivan, Pres. Tel: (714) 652-3339. Installation of one-piece fiberglass swimming pool, in various sizes. Franchisor. Established: 1960 - Number of Units: 52 - Investment: \$10,000 - \$20,000.

SMOKEY MOUNTAIN LOG CABINS, INC.

Hwy. 19 & 276, Dellwood Rd., P.O. Box 549, Maggie Valley, NC, 20549-0549. Contact: Danny Connor, Pres. Tel: (704) 926-0886. Log home kit manufacturer and distributor. Franchisor. Established: 1974 - Franchising Since: 1975 - Number of Units: Company Owned: 1 - Franchised: 7 - Approx. Initial Inv: purchase of log home kit used as model - Approx. Total Inv: \$35,000 - \$55,000 - Royalty: 15% basic kit price.

SOUTHEASTERN SOLAR SYSTEMS, INC.

4705-J Bakers Ferry Rd., P.O. Box 44066, Atlanta, GA, 30336. Tel: (404) 691-1960. Manufacturer of solar hot water systems. Franchisor. Established: 1975 - Number of Units: Franchised: 100 - Inv: \$7,500 for inventory and materials.

SOUTHERN-CAL SOLAR CO. WINDOW TINTING

23011 Moulton Parkway, Ste. C-1, Laguna Hills, CA, 92653. Contact: Lonnie Thompson, Pres. Tel: (714) 770-0606. The program consists of an exclusive territory for sales and installation of Southern-Cal Solar Co. Window Tinting. Established: 1979 - Number of Units: 5 - Investment: \$16,600.

SPEED FAB-CRETE CORP.

P.O. Box 15580, Fort Worth, TX, 76119. Contact: Ladd Holton, Nat'l Fran. Mgr. Tel: (817) 478-1137. Manufacture pre-cast panels used to build churches, schools, warehouses, etc. Franchisor. Established: 1968 - Franchising Since: 1968 - Number of Units: 12.

STAINED GLASS OVERLAY, INC.

25801 Obrero, Ste. 1, Mission Viejo, CA, 92691. Contact: Peter Shea. Tel: (714) 855-9600. Stained Glass Overlay uses a patented method of simulating on existing windows. Our technique is faster, stronger and inexpensive compared to the conventional methods. Franchisor. Established: 1974 - Franchising Since: 1981 - Number of Units: Company Owned: 1 - Franchised: 65 - Approx. Inv: \$32,000 including materials - Royalty: 5%.

SUNLOOP CORPORATION

4208 North Freeway, Ste. 4, Sacramento, CA, 95834. Contact: Gary Müllhollen, Pres. Tel: (916) 924-7244. Preframed passive solar homes. Franchisor. Established: 1980 - Franchising Since: 1980 - Investment: \$4,000 - Royalty: \$1,000 per home.

SUNRISE MAINTENANCE SYSTEMS

(Sunrise Maintenance Co., Inc.)

122 N. Cortez, Ste. 317, Prescott, AZ, 86301. Contact: Robert A. Erickson, Pres. Tel: (602) 778-4224. Janitorial maintenance system - established franchise areas. Franchisor. Established: 1979 - Franchising Since: 1979 - Number of Units: Company Owned: 4 - Franchised: 3 - Approx. Inv: \$25,000 - Royalty: 7%.

SURFACE SPECIALISTS INC.

Rte. 3, Box 272, Isanti, MN, 55040. Contact: Wayne McClosky. Pres. Tel: (612) 444-6116. Repair, refinish plastic laminate countertops, cultured marble, fiberglass, acrylics and porcelain fixtures. Warranty work for many major manufacturers. Franchisor. Established: 1980 - Franchising Since: 1982 - Number of Units: Company Owned: 1 - Franchised: 1 - Approx. Initial Inv: \$14,500 - Approx. Total Inv: \$20,000 - Royalty: 5%.

THM MEMPHIS, INC.

3355 Poplar, Memphis, TN, 38111. Contact: Lee Fraser, Pres. Tel: (901) 458-5995. Marketing new innovative building method for building hi-rise, doing most of work at ground level using industrial techniques. Cut production time in half, lower interest, earlier income. Franchisor, Licensor. Established: 1975 - Franchising Since: 1980 - Number of Units: 1 - Approx. Initial Inv: negotiable - depends upon training and organization - Approx. Total Inv: \$50,000 up - Royalty: varies.

TEMPACO, INC.

1701 Alden Rd., Orlando, FL, 32803. Contact: Charles T. Clark, Exec. V.P. Tel: (305) 898-3456. Wholesale controls, parts, supplies for heating, cooling, refrigeration, steam, hot water. Franchisor. Established: 1946 - Franchising Since: 1971 - Number of Units: Company Owned: 5 - Franchised: 7 - Approx. Initial Inv: \$10,000 min. - Approx. Total Inv: \$10,000 - \$100,000.

DIRECT-MAIL FOR BOOKINGS

Some speakers - notably Nido Qubein and Don Hutson - have used direct-mail as a principal means of building their clientele, and continue to use it as a major part of their marketing efforts. Other speakers have nothing good to say about direct-mail. Probably the number one difference between those who swear by direct-mail vs. those who swear at it is the realism of their expectations to begin with.

The speaker hopeful of a direct-mail campaign producing business in and of itself, is in trouble. On the other hand, the speaker who uses direct-mail as a component part of a comprehensive self-marketing campaign, can use it as an effective means of qualifying prospects.

Here are the four keys to effective use of direct-mail:

Key #1 - A Well-selected Prospect List

Key #2 - Specialization

Key #3 - Repetition and Follow-up

Key #4 - Response to Establish Contact

Key #1: A Well-selected Prospect List

List selection is the most difficult, experiment-filled part of direct-mail marketing and to be frank there are no hard rules applicable to every speaker; nor any sure, instant sources of prospects. The best mailing lists for speakers evolve from past clients, referrals, audience-members, and people who contact you as a result of: A) books or articles you write; B) appearances on "showcases," etc A lot of corporate-type client leads come from speaking engagements for associations, too.

However, "cold" lists can be rented, purchased or compiled in many cases and used effectively. Depending on your speaking specialty (or lack thereof), you may find corporate directories, trade association directories, even Yellow Pages from various cities very useful. Although list compilation from such sources can be a time-consuming and tedious process, it does offer one big advantage to the speaker with a small budget and an empty calendar - it's *free*. Frankly, at least one day at the largest public library in your area is the best possible way you can explore, discover and consider new types of prospects for your mailings.

There are also professionally prepared and maintained lists available for rental or purchase. Such lists that we have used with satisfactory degrees of success have come from: A) "World Convention Dates" or B) "Meeting Planners International."

However you select and compile mailing lists, the most important factor will be:

DIRECT-MAIL FOR BOOKINGS/Page 2

Key #2: Specialization

This is an obvious but apparently much-ignored point: while the general, generic speaker ("attitude, goals, contagious enthusiasm") does have the broadest possible market for his services, he also has the most competition and hardest marketing job - including difficulty with mailing list/prospect selection. On the other hand, the specialist (examples to follow) may have a narrow market but he/she also should have these important advantages:

- A) Knows his market and prospects: who, where and how to contact.
- B) Has minimal competition.
- C) Can command higher fees; and therefore,
- D) Can spend more dollars-per-prospect on marketing and:
- E) Will have less waste in his marketing;
- F) Can use repetitive direct-mail effectively.

HOWTO SPECIALIZE

A speaker's specialization can take any one or all of these forms:

- 1) Restriction to a specific industry.
- 2) Restriction to one to three presentations.
- 3) Restriction to a type of presentation, i.e. full-day seminar only; key note speech only.

The best advice I can give to most speakers is to develop into the most specialized speaker possible.

Here's why: in my observations and experiences I've found the following to be true:

- 1) SPECIALISTS command higher fees and have higher annual earnings for less days' work.
- 2) SPECIALISTS have more cost-efficient, less wasteful marketing efforts, utilizing direct-mail.
- 3) SPECIALISTS develop more repeat business; more referral business; consulting business; and are able to sell their products for higher prices and profits.

DIRECT-MAIL FOR BOOKINGS/Page 3

Key #3: Repetition And Follow-up

A single mailing is rarely adequate; three to seven repetitions in contact are generally necessary for a successful direct-mail campaign. If the profitability of your services, quality of mailing lists, etc. does not justify the cost of multiple mailings, you have problems with your services, fee structure, ability to select prospects, etc. that will require correction before you can reasonably expect to successfully use direct-mail to obtain bookings.

Sample Multiple Mailing Series (maximum)

- 1) First Letter + Brochure "A"
- 2) 2nd Letter + Speaking Schedule
- 3) 3rd Letter + Testimonials
- 4) 4th Letter + Brochure "A"
- 5) Newsletter + Brochure "A"
- 6) Newsletter + More Testimonials
- 7) 5th Letter + Brochure "A"
("To remain on our mailing list, I must ask you to either")

In addition, most follow-up efforts aimed at prospects who've further qualified themselves by returning a response-device should include a telephone call.

Purposes Of Follow-Up Call May Include:

"Thank you personally for your request....." plus:

- 1) Would you like to hear a demo tape?
- 2) Would you like to see a demo-video tape?
- 3) I'll be speaking in your area
 - A) Would you like to sit in?
 - B) Could we meet personally?

DIRECT-MAIL FOR BOOKINGS/Page 4

Key #4: Response To Establish Contact

Remember: it's a rare, rare event - if ever - that a mail-out will get you a booking on its own. The purposes of a direct-mail campaign for speakers are:

- 1) To eliminate disinterested, qualified prospects from mailing lists.
- 2) Obtain responses from interested, qualified prospects that:
 - A) build a valuable mailing list,

AND

 - B) establish correspondence and verbal and/or personal contact with the individual able to book you to speak.

For this reason, every direct-mail piece should include some or all of the following:

- 1) Opportunity to respond by phone.
- 2) Other response method(s) e.g. reply-card, coupon, etc.
- 3) Reason(s) or Incentive(s) to respond promptly.

About Response Percentages

Whenever a conversation about direct-mail gets started, it usually involves discussion of response percentages. You should literally ignore most of this. Achieving a particular percentage of response is NOT the issue; profit IS. The direct-mail industry has a response average of 1/2 to 1%. Yet, depending on your marketing program, you could lose money at 10% or make money at 1/4%. We typically recommend that a speaker launching a series-type direct-mail campaign (per Key #3) plan the costs of the campaign so that ten engagements per 1,000 prospects is satisfactorily profitable. This does not mean ten per thousand (1 %) from a single mailing; it means ten per thousand as a result of the whole series of mailings.

CHECKLIST OF ITEMS THAT IMPACT ON DIRECT-MAIL EFFECTIVENESS

1. Quality of list
2. Nature of offer
3. Quality of match of offer-to-list
4. Difficulty of responding
5. Whether the offer gets read (by the right person)
6. Timing
7. Image and credibility of sender
8. Format of mailing
9. Headlines and attention-getting devices in mailing
10. Copy
11. Call to action
12. Internal repetition
13. Mailing repetition
14. Combination with other media

Fundamentals For Free-lancers:

Twenty-two Rules For Successful Self-Promotion

This body of savvy formulas provides a veritable campaign code for enhancing and advancing your public profile.

By Bob Bly, Milt Pierce and Jim Prendergast

1. Never tell anyone that you are not busy and that you are looking for work. (Clients want to hire those who are successful, not those who are hungry.)

2. Always put your name, address, and phone number on every piece of promotion you produce. This makes it easy for potential new business to reach you.

3. Write a book. It positions you as an expert.

4. If you don't have the time to write a book, write an article.

5. When you write that article, try to sell it to more than one publication. (You can change the title and a few of the examples to tailor it to each publication's readers.)

6. Regularly mail reprints of your articles to your prospects and clients. Attach a note or short cover letter to

personalize the mailing.

7. Advertise your services in magazines aimed at advertising professionals. Try a variety of journals and different ads until you find which ads give the best results. Also, try both classified and display formats.

8. Use direct mail to generate new business leads. A successful mailing of only a hundred letters can often yield five to 10 highly qualified new prospects.

9. Create a package of literature describing your services, background, fees, methods, clients and so forth. Mail the package to people who request more information in response to your ads and mailings. Such a package is extremely useful in prescreening leads.

10. Some copywriters, such as the late Paul Bringe have had great success using self-

published newsletters to promote their services. Newsletters help build recognition and establish credibility with a select audience (the people who receive the newsletter) over an extended period of time.

11. Don't skimp on letterhead, envelopes, and business cards. The letterhead design and paper quality can convey an image of class and success.

12. Package your copy so that it looks expensive. Type on high-quality paper, mail flat, and protect copy with cardboard, tissues and so forth. You can charge more if the product looks better.

13. Use a word processor. It will allow you to produce flawless manuscript as well as dramatically increase your productivity.

14. Offer to speak and give seminars before trade associations and professional groups. Make sure potential clients will be among those in attendance.

15. Teach a course in advertising, marketing or writing at a local college or

"3. Write a book. It positions you as an expert.

.. 8. Use direct mail to generate new business

leads...14. Offer to speak and give seminars

before trade associations and professional

groups... 16. Network. Don't be a recluse — be

social. Attend meetings, seminars, luncheons.

Volunteer..."

university — day school or adult education. This establishes you as "instant expert" in the field.

16. Network. Don't be a recluse — be social. Attend meetings, seminars, luncheons. Volunteer to work on a committee. Become visible in the advertising community.

17. Recycle your material. A lecture can become the basis for an article or series of articles. The articles can be turned into a book. Using your basic material over and over makes it possible to get broad exposure and still have time to devote to your copy writing business.

18. Be selective. Not every opportunity to speak, lecture, write or participate is worthwhile. Focus on those promotional activities which will give you the most return on your time and effort.

19. Keep your name in front of clients and prospects with a "premium." Most will appreciate your thoughtfulness. And the right premium — one that is kept in the office for years — serves as a daily reminder of you and your services.

20. Let people know about your recent successes. If your latest piece of copy was a rousing success, get extra copies and send them to prospects and clients in similar fields. Include a cover note that says. "Here's what I've done recently — let me do the same for YOU!"

21. Save any letters of praise you receive from clients and build a "kudos" file. Selected quotations from these letters — or even reprints of the letters themselves — can dramatically add to the selling power of your next

ad or mailing. (Be sure to get permission first before you quote someone in print!)

22. Keep written records of past promotions and their results. Only by measuring the success or failure of promotional experiments can we learn which promotions work for us and which will bomb. •

GETTING REFERRALS AND MAXIMIZING USE OF TESTIMONIALS

Testimonials

Testimonials are the single most important marketing tool available to the speaker: no matter how good you are at telling about yourself, your self-promotion can never have as much impact as what others say about you.

Ingredients Of A Powerful Testimonial

1. Basic Facts: who and what -type of event (convention, etc.)
2. Audience Size-if applicable.
3. Reaction of audience.
4. Client's personal reaction and compliments.
5. Results after-the-fact — if any (dollars saved, increase in sales, etc.)

How To Get Good Testimonials

1. Ask for them.
2. Give the client samples of good testimonial letters that meet the criteria listed above - as examples to follow in writing his.

Using Testimonials

1. *Include in your brochures.*
2. Reproduce letters in their entirety, for enclosure in mailing with other literature.
3. File and select for enclosure and use by category, i.e. if soliciting business from a retail-type company, you want testimonials from a retail-type company.

GETTING REFERRALS AND MAXIMIZING USE OF TESTIMONIALS/Page 2

Other Type Of Testimonial

In addition to the testimonial letter from the client (company or association), it's often useful to obtain testimonials from individual audience members: both on the spot and after the fact. This can be done with evaluation forms and/or with comment forms to be mailed into you at a later date. These can be used to show that the individuals in attendance do 'get something out of it' This approach is particularly useful for the relatively new speaker lacking in quantity of client references.

Referrals

The sale of speaking services is no different than any other sales business in this respect: most people fail miserably at obtaining referrals, principally from failure to ask for and expect referrals.

VERBAL: 'I really enjoyed speaking to your group today, Mr. Jones, Who else do you know in a similar position as yours, who I could send some information about my program?'

WRITTEN: (A) A letter thanking the client plus asking a question similar to the above.

(B) A pre-printed form with space for several referrals.

(C) A self-addressed, stamped return envelope. (The stamp serves to obligate the person to respond.)

Client References vs. Testimonial Letters

A list of clients is an effective tool, and probably belongs in your basic speaker brochure. The experienced meeting planner, association executive or corporate executive expects to see such a list, as part of your material.

However, such a list does NOT replace nor is it as powerful as several actual testimonial letters. Use both a client list and actual letters in your advertising materials.

Specific DONTS

- DON'T print testimonial comments with just a person's initials and city, state after them. This is instantly distrusted by almost everybody, and invalidates your credibility.
- DON'T put "references available on request." Supply them in your printed materials without being asked

BUILDING A REFERRAL BUSINESS

This may well be the most important part of this Manual. Most speakers take whatever referrals they get, and consider them as "gravy." In reality, engagements generated through referrals should be the "meat" of your business.

It should be a high priority to convert each successful engagement into another engagement into another engagement, through planned, assertive effort invested in asking for referrals.

Methods Of Obtaining Referrals

1. Client invites guests
2. Ask for names after presentation
3. Ask client to send letter to like-prospects
4. Follow up with "You, Too, Can Refer" Letter
5. "Add a friend" newsletter program

SAMPLE FOLLOWUP LETTER TO BUILD REFERRALS

YOU TOO CAN REFER !

The majority of our new clients are referred to us by other, satisfied clients. As this is our main source of new business, we're not bashful about asking for referrals!

Comments we've received from (you/your staff members/your audience) members indicate that we succeeded at making a positive contribution to your (meeting/convention/organization).

Someone took the time to write a testimonial letter or personally tell you about us, that influenced you to invite _____ to speak to your group.

Now, having experienced the fine results of a _____ presentation; you re in the position to help others and do us a favor, too.

Please, take just a few minutes to select and send us the names and addresses of several people you know who might be able to use our services, too.

Thank you,

PS: A candle loses nothing by lighting another candle - it only makes the whole room a little brighter.

TESTIMONIAL QUESTIONNAIRE

This Form is to help those people who are kind enough to provide us with a "comment letter" we can use, but don't have the time to draft a good letter. Simply, quickly fill in the blanks; we'll convert the information to letter form.

Thank you,

1. Date of meeting _____

2. Place of meeting _____

3. Title of speaker's presentation _____

4. Audience Size _____

5. How would you describe the audience reaction?

6. What did you like best about the presentation?

7. Other Comments

NEXT SEVERAL PAGES: SAMPLE TESTIMONIALS



Comments

FROM KENNEDY CLIENTS AND AUDIENCES

OUR ASSURANCE OF A SUCCESSFUL PROGRAM

What we say about ourselves is obviously not nearly as important or revealing as what our Clients and Audience Members say.

Their positive experiences with Kennedy Presentations is your best assurance of a successful program, also.

The Brookside Farm Laboratory, Inc.
2000 N. 10th St., Phoenix, Arizona 85017

Mr. Dan Kennedy
Dan Kennedy & Associates Consulting
PO Box 11761
Phoenix, Arizona 85017

Dear Dan:

No apologies for the lateness of this thank you note we have been in our office only sporadically since the Brookside conference.

Thank you for speaking at our 1984 Brookside conference in Scottsdale, Illinois. It was a pleasure to meet you and we look forward to your presentation to our group.

At the end of the conference we handed out approximately 200 evaluation forms. We are most interested in your comments. PLEASE RETURN THESE FORMS TO THE ADDRESS ON THE FORMS AS SOON AS POSSIBLE. THE COMMENTS ON THE FORMS WILL BE VERY HELPFUL TO US IN DEVELOPING OUR PROGRAMS AND OUR PRESENTATIONS. YOUR COMMENTS ON THE FORMS WILL BE VERY HELPFUL TO US IN DEVELOPING OUR PROGRAMS AND OUR PRESENTATIONS. YOUR COMMENTS ON THE FORMS WILL BE VERY HELPFUL TO US IN DEVELOPING OUR PROGRAMS AND OUR PRESENTATIONS.

Again, thank you for an outstanding presentation. We hope that we get the opportunity to meet you again sometime.

Sincerely yours,

Dan and Ann Peck

COMMENTS FROM PARTICIPANTS IN THE 1984 "DYNAMICS OF BROOKSIDE SUPERVISION" SEMINAR — Presented by Dan Kennedy

"Your presentation can help us. Now we need to put some of these ideas to work, and I think we will."
- John Mayhugh

"Excellent seminar! A lot to absorb and a lot to do."
- Glenn Hughes

"I feel very positive about this experience. Since the concepts of effectively working with consultants are the same to deal with clients, family, etc., this information is invaluable."
- Don B. Bivall

"This meeting will be very helpful to me in expanding BFLA in the south central area. The prepared notes assure that I have good reference material to use - I could not have taken such complete notes."
- Vic Harnung

"A program that has been long overdue...worth a fortune!"
- Ray Schnell

"Your program has presented the aspects of our business that must be emphasized for success."
- Jim Peck

"The structure of the seminar provided a good environment in which to gain ideas that can have a positive effect on my consulting business. All points made were appropriate to our business."
- Bob Boehle

"I have gained more from this meeting than I can use than from any of the other Brookside meetings."
- B.J. Somet

Client Comments

"Over the years I have heard how sharp you are by reputation - now I've seen for myself. I am not going to go on telling you how members cornered me after the meeting to tell me it was our best ever. (They did.) Instead, I am going to tell you that I personally gained a wealth of information from your presentation. I came away with a clear, down-to-earth plan to increase my income."

- Michelle Comeau
Las Vegas Professional Speakers Association

"I personally felt that your presentation was outstanding. You create a very relaxed atmosphere and people are receptive to what you have to say."

-ValSchueler,ART
President
Arizona Medical Record Association

Client Comments

"Thank you for the wonderful and informative presentation to our New England member-Doctors. You are truly one of the rare guest speakers, outside of the profession, that is so well received! The feedback was to get you back to the group as soon as possible -- that speaks for itself. Your extra speech at the days was equally important to all of us at MMS. I'm looking forward to the upcoming presentations in New York and Orlando."

- Shelley Hoffman
Executive Administrator
MARKSON. MANAGEMENT SERVICES
INC.
New York

P.O. Box 200 Timonium, Maryland 21093

ACTUAL
LETTER
RECEIVED
FROM
KIRKLEY PRESS

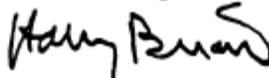
March 27, 1979

Kennedy
x 11741
, Arizona 85017

.. Kennedy:

.. been mailing "It's Your Future" for the
s. It has met with excellent response.
le to use this booklet - because it appar-
he needs of many workers who have received

Sincerely,



Harry F. Brian

Xerox Corp.
Sarah Coventry Inc.
Hertz Rental
Standard Brands
Delta Airlines
Ford Motor Co.
Holiday Inns
Shell Oil Co.
Manpower Inc.
NCR
Columbia Records
DuPont
IBM
Dr. Pepper Bottling
Western Auto
St. Paul Insurance
Honeywell Inc.

**50,000
Successful Companies
Can't Be
Wrong!**

ered how to improve employee efficiency, attitudes
ity with Kirkley Press booklets, including Dan S.
YOUR FUTURE!

Client Comments

"Thank you so very much for your outstanding presentation. Your message is powerful, meaningful and very much appreciated."

- Ned Allen, President/CEO
INTERCOASTAL COMMUNITIES
Leesburg, Fla.

from a presentation at their annual sales conference for all of their retirement communities

"In today's business environment, the importance of professionalism in sales is a priority. There is a crying need to instill confidence and stop complacency in any sales force. Your presentation gave our Marketing Associates a breath of fresh air its value quite apparent by their eagerness to sign up for your cassette program! Thank you for regenerating enthusiasm amongst our people!"

- Sheldon R. Roth, President
CFS Continental - Continental Foods
Phoenix, Az.

THE STANDARD REFERRAL CARD

Dear _____,

_____ has spoken to our group
of _____, and was sensational!
I'd recommend _____ as a speaker for
Your organization, too!

CURRENT SPEAKING BUSINESS LITERATURE

Enclosed with this Manual, you should have received a promotional brochure called an "Annual Report." This is the brochure-format I've used for each of the past several years, with slight changes and up-dates each year. (If it was not included, you may request a current copy from my office.)

ABOUT: GETTING PAID

If you hang around speakers, particularly within the National Speakers Association 'world,' you are going to hear some incredible BS about getting paid. Many will tell you they never negotiate fees. These people will lie about other things, too. Many will tell you that having different fee schedules for different markets is unethical. These people are either idiots, not working much, or, in a very few cases, sincere but out of touch with reality. And many will look down their nose at you if you derive most of your income from 'platform sales' rather than fees.

One outspoken, harsh critic of 'platform sales' finally, privately admitted to me, after his third martini, that he had failed miserably every time he tried selling his "stuff" and hated anybody who was good at it.

There are a few "big name" speakers, often temporarily 'hot' authors, who command fees of \$10,000 to \$25,000. But anybody can learn how to earn that much and more per speech from product sales.

I urge you to be very open-minded about how you get paid. When you go to the bank, to make a deposit, the teller does not ask you if the money came from speaking fees or from some less elegant source. "Oh my God!" she shrieks - "You got this money selling books and tapes? We can't accept that kind of money."

Some years back, I had a client desperately in need of my services, to come into a sales organization on the brink of mass suicide and turn it around, but he was so strapped for cash he squeaked when he moved. He couldn't afford any fee. And his salespeople were broke, so selling a lot of books and tapes appeared unlikely. What he did have was an unused, unabused American Airlines credit card. I accepted \$10,000.00 of "open tickets" charged on his card as my fee, went to work, and saved his company — we ten-timesed sales in 60 days, as a matter of fact.

There are 11 ways that I know of to get paid for speaking. There may be more, but I've used all 11 of these, described on the following pages.

COMMON COMPENSATION OPTIONS

1. Fee plus product sales.
2. Fee only.

We suggest a higher stated fee for engagements where product sales are prohibited or inappropriate. This can be waived arbitrarily, as a negotiating point or goodwill gesture.

3. Product sales only.

Audience size is critical and must be enforced. A common approach is for the fee to be waived, based on an attendance guarantee of x-number, with the understanding that a fee (penalty) of x-\$ will be charged for each person not in attendance below the minimum.

4. Product quantity purchase only.

This is a good approach for certain corporate clients. The client makes a quantity purchase of your educational materials (at "wholesale") and you conduct the seminar without a fee.

5. Product quantity purchase plus fee.
6. Fee in barter, plus product sales.
7. Fee in barter only.
8. Fee in barter, plus product quantity purchase.

Bartering services-for-services is good, and bartering services-for-products is even better. Here are some examples from our own experience and the experiences of our speaker-clients:

Speaking services by contract exchanged for:

- A) Use of a luxury automobile (with an auto dealer)
- B) Use of a computer
- C) Office space (with a realtor)
- D) Printing
- E) Hotel and airline "script"
- F) Furniture

COMMON COMPENSATION OPTIONS/Page 2

There are three basic ways to get paid for your services by barter:

- A) service-for-service. e.g. for office space, use of car
- B) service-for-goods
- C) service-for-"script"

Service-for-"script" is attractive to many companies. Instead of paying with a check negotiable for cash, the client pays with "credit memos, coupons or some other instrument negotiable for services.

For example, let's say you're going to a seminar for a national hotel chain, at a fee of \$3,000. The hotel company could compensate you with "hotel script" useable in any of their hotels, rather than cash.

They gain two ways:

- (1) Discount. \$3,000 in lodging and meals provided to you costs them less than \$3,000 in cash. Their savings is whatever their profit would normally be on \$3,000 of lodging and meals sold to customers.
- (2) Float. You'd cash their \$3,000 check immediately, but it might take you several months to use \$3,000 in lodging and meals.

9. Product sales only; speaker pays for audience.

Certain speakers who are particularly adept at product sales will actually "buy" an audience. For example, one famous speaker gave a set of his video tapes free to each real estate board who booked him to speak and guaranteed attendance of at least 100 people. (His average: \$3,000 in product sales per date.)

10. Percentage of ticket sales.

This is very common in the direct sales industry; the "area manager" promotes the seminar to the salespeople at x-\$ each, and the speaker is paid on a per-head basis.

11. Guaranteed minimum product sales.

Also common in the direct sales industry and with some associations: you agree to speak free providing you sell x-\$ of product for the presentation. If your sales are less than this minimum, the client buys enough to make up the difference. Theoretically, the client can subsequently sell this "inventory."

ABOUT DISCOUNTING AND NEGOTIATING FEES

The plain truth about this business is that everybody negotiates fees, under certain circumstances. I've been on both sides of the fence, and during the last couple years have either directly booked or advised corporate clients who have booked some of the best known, most respected, highest priced speakers and I assure you: they negotiate fees.

I want you to understand this not to encourage you to routinely play "let's make a deal"; fee compromises should be exceptions, not the rule. However, I don't want you to go through life thinking that you're the only speaker having to deal, and feeling guilty about it.

There are organizations with legitimate budget restraints.....there *are* low-pay or no-pay speaking opportunities that offer such truly valuable exposure that they can't be passed up there *are* competitive situations where a fee adjustment can be the tie-breaker.

The following pages outline the commonly used techniques for acceptable negotiation on fees.

All of this is a matter of situation-by-situation judgment.

DIFFERENT FEES, DIFFERENT MARKETS

1. Ethical and necessary.
2. Possible reasons for differences.
 - A) Product sales opportunities
 - a. Corporate vs. Direct Sales, Real Estate, etc.
 - b. Large vs. Small Group
 - c. Speech vs. Seminar vs. Rally
 - B) Association vs. Corporation
 - C) What market will bear
 - D) Different type of presentation in different market
 - E) Geographical preferences

HOW TO COMPROMISE OR DISCOUNT FEES

Openly

1. Multiple date agreements
2. Multiple service agreements
3. Extra service at no charge
4. Rebate a percentage of product sales
5. Offer a pre-pay discount
6. Pro-rate expenses
7. Pay upgrade portion of expenses
8. Pay own expenses
9. Barter
10. "Discount because "

Secretly

1. Drop fee, "puff" materials cost
2. Fictitiously pro-rate expenses.

COLLECTION POLICIES

Common

1. Pay at engagement
2. Bill after engagement
3. Bill expenses after engagement

We Recommend

1. 50% fee deposit to confirm date, 50% at date
2. Pre-pay discount (5% or 10%)
3. Pre-invoice travel expenses
4. Pre-in voice materials

DAN S. KENNEDY And Associates Konsulting

Specialists in Direct Marketing

5818 N.7TH STREET #103
Phoenix, Arizona 85014

Office Hrs.: By Appt. Only
602/997-7707
FAX: 602/269-3113

1990 SPEAKING FEE SCHEDULE

Fee Information

Full Day	3,000.00
4-Day	2,000.00
Speech	1,500.00

Fee Includes

Preparation of presentation, visuals, hand-out 'masters'. Limited phone consultation with client.

Presentation.

All necessary travel time.

Additional Costs To Client:

First-Class or "Business Class" Airfare, Roundtrip Phoenix. Mr. Kennedy is a member of most frequent flyer programs and will use his discounts whenever possible to reduce cost. Also, if more than one engagement and client can be organized in the same roundtrip, airfare will be pro-rated between clients.

Lodging Expenses. (Mr. Kennedy pays his own meals, incidentals.)

Copying or printing of hand-out materials.

Terms

50% of Fee as non-refundable deposit to confirm date; balance at engagement. Option: 5% fee reduction for full pre-payment. Major credit cards accepted.

Additional Notes: Appropriate educational materials are displayed and made available at all Kennedy Presentations. The explanation of these materials (the "commercial") is limited to just a few minutes. Special discounted prices or gifts are usually offered and are presented as a benefit for the audience arranged for by the client. If, for any reason, such an offer of educational materials cannot be made, above fees increase by 50%.

WHY AND HOW CONSULTING CAN BE A NATURAL EXTENSION OF SPEAKING

1. As a TRAINING CONSULTANT
 - A) Creating, designing or modifying seminars and classes.
 - B) "Train The Trainer."
 - C) Creating or customizing training aids and materials.
 - D) Implementing.

2. In the area of specialty you speak on.

Example: speak on goal-setting - consult on strategic planning.

OBTAINING CONSULTING CUENTS FROM SPEECHES AND SEMINARS

Introduction

Consulting is the providing of specialized knowledge and services, and an objective viewpoint. An ever-increasing number of speakers are becoming involved in consulting, for these reasons:

1. As the costs of obtaining a speaking engagement (client) rise, it becomes critically important to get more income per client.
2. When you are structured to offer consulting services, each speech or seminar becomes a prospecting opportunity, greatly increasing the value of your time.
3. Your status as a consultant increased your credibility, permitting you to increase your speaking fees. And, the contacts you make as a consultant can lead to additional speaking opportunities.
4. Consulting provides the opportunity to develop a dependable base income. It's common for consulting contracts, particularly in the training industry, to stretch three to twelve months, providing steady monthly income to the consultant.
5. Perks. Often, consulting contracts will include benefits unavailable from one-shot speaking engagements. Consulting arrangements we've been involved in, for example, have included furnished luxury automobiles, use of a company plane, group insurance coverage, and discounts or barter on numerous goods and services.
6. Stay in one location for multiple days.
7. Work at home.

SHOULD YOU POSITION YOURSELF AS A CONSULTANT?
A 7 POINT CRITERIA

1. Do you have days of presentation content and several different presentations?
2. Do you research and learn new material constantly?
3. Do you have demonstrable expertise in one or more specialties?
4. Have you worked effectively with small audiences and workshop groups and/or question-and-answer sessions?
5. Can you correlate the implementation of your expertise and ideas by a client to measureable income/profit improvement or loss reduction? In other words, can you produce measureable results?
6. Are you an effective one-on-one salesperson?
7. Do you have or can you create impressive credibility?

HOW TO SELL YOUR CONSULTING SERVICES **A 7 STEP PROCESS**

1. Locating the prospective client.
2. Obtaining (some measure of) the confidence of the client.
3. Discovering needs.
4. Obtaining client agreement on needs.
5. Obtaining client agreement on the value of filling the needs.
6. Presenting yourself as the best source.
7. Closing the contract.

#7 Locating A Prospective Client

The best source of a consulting client is an audience who hears you speak on your areas of expertise. If you make an impression as a knowledgeable professional, client-prospects will come to you. It is important to "plant the seeds" in your presentations to invite inquiries about your services as a consultant.

- A) Include mention of the fact that you are a consultant in your introduction.
- B) Include it in your prepared introduction.
- C) Use examples and stories in your presentation from consulting experiences.
- D) Emphasize it in your professional literature and hand-out materials.

Other sources of clients include:

- A) Referrals.
- B) Advertising in city telephone and trade association directories.
- C) Advertising in trade magazines.
- D) Direct-mail campaign.
- E) Publishing a newsletter and distributing it free to a select group of companies who could be prospective clients.

HOW TO SELL YOUR CONSULTING SERVICES/Page 2

#2 Obtaining The Confidence Of The Client

The best beginning possible to obtaining the confidence of the prospective client is for him to have heard you speak or attended your seminar, and been impressed.

You'll also want the client to read your book and listen to your cassettes before your initial meeting to discuss a consulting project.

#3 Discovering Needs

In most consulting situations, you can get a good idea of the problems or needs that exist as well as the client's perceptions of those needs from an in-depth conversation and study of whatever information is available on the company. There are universal or "generic" needs that exist in most businesses. Although the client believes his problems are unique, they rarely are.

You will be looking and listening for evidence of needs that your expertise and services can be responsive to.

The most important point to remember about this step is not to jump the gun: it is a mistake to begin selling the client before identifying the needs involved.

#4 Obtaining Client Agreement On Needs

The most professional approach to this is to conduct a formal "Needs Analysis" and prepare a detailed written report. Facts, figures, research, etc. must be used to give the client proof of needs. In many cases, you're feeding back to the client evidence of needs he already knows exist. But this is necessary to demonstrate the quality of your ability to understand his business.

When you review your report with the client, you need to get and note specific agreement on these needs. One technique is to get a 1 -to -10 rating of importance from the client for each need you identify.

#5 Value Of Filling The Needs

Although much of the gain received from a consultant's services - particularly in the training field - is intangible, to do a truly professional job of selling a consulting contract you have to present a tangible return-on-investment program, either through increase in business or reduction of loss.

This return-on-investment must be based on facts, costs and statistics familiar and believable to the client.

HOW TO SELL YOUR CONSULTING SERVICES/Page 3

#6 Presenting Self As Best Source

By the time the client has "bought" your definition' of needs, solutions and value of the solutions, he will probably be operating under the assumption that you are going to be his source of the necessary services. It is still advisable to reinforce that as best you can. One method of doing so is to include specific references to similar projects you've worked on in your written proposal.

#7 Closing The Contract

Use as simply worded, short a contract as possible. Include a fair "escape clause" for yourself and for the client. Be prepared to revise on the spot, if necessary, rather than create a delay for re-writing and re-submitting.

Two additional techniques for closing:

- A) Use an IMPENDING EVENT - either in your client's business or your own that makes a prompt decision beneficial.

As an example, we once closed a \$5,000/3-day consulting contract that was about to be postponed by calling the client with an opportunity to share airfare with another client if the work could be scheduled immediately. Actually, there was no other client and we simply paid half the travel expenses out-of-pocket: a trade-off of about an \$800.00 additional expense to close a \$5,000 engagement.

- B) Use a "sweetener" to reduce the price without compromising the value of your service.

Example: one company I worked with several years ago conducted seminars for executives involving a per-person enrollment fee of \$2500.00. After each seminar, the offer was made to give "full credit" for that fee against a consulting contract anytime within 90 days. This gave the prospective client \$2500 of "found money" to spend. We've used variations of this technique many times since, and it is always effective.

Services Available From Kennedy Associates

Mr. Kennedy is available to personally consult with individuals on:

- the structuring of consulting services
- development of literature, proposal formats, contracts, etc
- coaching on one-on-one selling of clients
- other related business and marketing planning

For more information, please write to our office, including as much information as possible about your current business and objectives for your consulting business.

THE PROPOSAL- KEY TO SELLING CONSULTING

Submitting proposals for customized seminars, training programs and consulting arrangements is a necessary part of this business.

An effective proposal gives you the opportunity to:

1. Demonstrate your professionalism.
2. Demonstrate your expertise.
3. Demonstrate your attention to the individual needs of the client (ability to customize).
4. Eliminate objections and answer questions in advance.
5. Justify fees.

THE SECRET OF THE ASSUMPTIVE PROPOSAL

Nido Qubein recommends that you create proposals that are assumptive in nature, including avoiding the use of the word "proposal." "Proposal" implies that it may be rejected. Nido uses the term "Action Plan" instead. All of the wording of your "Plan" should be assumptive.

ORGANIZING THE PROPOSAL

1. Title - clearly state the subject.
2. Statement of Purpose - what is the objective(s) of the proposed plan.
3. Summary of Benefits.
4. Major Features of the Plan - what will be done.
5. Why is the Plan (and your services) needed.
6. Who will be involved - explain what you will do as well as what members of the client company will do to implement the Plan.
7. Time Projections - when will each Phase of the Plan be started and completed.
8. Summary.

OTHER CONSIDERATIONS IN PREPARING A PROPOSAL

Costs

We recommend that costs not be included in the written proposal. Your objective should be to obtain agreement with the proposal before discussing costs.

Consultant Qualifications

The relationship-to-date you have with your client or client-prospect determines the amount of information (if any) that should be included regarding your qualifications.

Including Materials

One of the most effective techniques in the selling of training or consulting services is to include the development of materials, not just sell your time. When you include the development of manuals, workbooks, cassettes, etc. in a service package you accomplish several important things:

1. You give the client tangible goods he can see, touch, etc and use long after the completion of your contract.
2. You can justify a higher fee.
3. You create extra profit via mark-ups on costs of producing the materials.
4. You set the stage for subsequent sales add-ons.

HOW YOU ARE COMPENSATED FOR CONSULTING

1. BASIC FEES

Fees can be structured per-hour, per-day or per-project. There are two important things to keep in mind when setting and discussing fees:

- A) You should be able to spend less actual time than quoted and charged for by "boilerplating," as attorneys do. Example: you're creating a sales manual for a client's new product line. About one third of it can be taken and slightly altered from a similar manual you created for another client or from your own book or seminar materials. If it took 10 hours to create that material in the first place, the client should be charged for 10 hours even though your actual work time to adapt it will be less.
- B) In many cases, you can justify higher per-day fees for consulting than for speaking. Justification # 1: when speaking, you're using "stock material"; when consulting you're drawing on your expertise in an original and creative way. #2: lost income - although your speaking fee may only be \$1500 a day, you average another \$1000 in product profits; to block a day for consulting, your fee has to be based on replacing the \$2500 income. #3: easier to measure results to client from consulting than from speaking.

2. RETAINERS

Monthly, quarterly or annual retainers can be obtained as compensation for your reserving a certain number of hours for the client and/or providing a set schedule of services.

3. BARTER

At a past NSA Convention, Jim Cat heart described a situation where he had provided certain consulting services to a company in exchange for an office and answering service.

4. PERKS AND BENEFITS (as Partial Barter)

In some cases, it's cheaper for a client to provide a company car, use of a company plane, insurance benefits, etc. to a consultant than to pay in dollars. Including these perks in a contract can reduce the cash-fee portion due the consultant.

HOW YOU ARE COMPENSATED FOR CONSULTING/Page 2

5. DISCOUNTS

Wholesale purchasing can be a big benefit to a consultant. I know one consultant who furnished his whole house at less than half the retail costs via a consulting relationship with a furniture company.

6. BONUSES

Many consulting contracts can have cash or other bonuses tied to performance/projected results, over and above fees.

7. ADD-ONS

Serving as a consultant on an on-going basis, you are in the ideal position to "sell" additional materials and services.

8. ROYALTIES

Many consultants obtain royalties on materials created for clients, over and above fees.

9. EQUITY

Consulting services can be provided in exchange for stock or equity.

The Second Sale

In selling, I learned that the customer is usually at the peak of happiness, satisfaction and susceptibility right after he has, in his hands, the gizmo being purchased. In mail-order, that's why "bouncebacks" (literature inserted in shipments) work.

In selling professional services and related products, I find much the same thing: the time to make the second sale to the client is immediately after walking off stage from the first presentation. For that reason, I always try to arrange a post-presentation conference with the client/client's key people, to discuss "what's next." Invariably, that's when I make my next sale.

What is the second sale?

- another speaking engagement
- a consulting service
- a product package
- a specific follow-up service

You should never go into a speaking situation without some idea of what the second sale will be, and some preparation to make that sale.

THE "ROLL-OVER" SALES TECHNIQUE

We use this technique many ways in many different situations, but here's an actual example of its use we developed for a particular speaker: his typical speaking fee is \$1,500.00, and he has a video cassette, audio cassette and workbook package designed for the in-house utilization of a series of 'refresher sessions' in follow-up to his main seminar. We increased the materials package price from \$3500 to \$4,995.00, then put this simple strategy into effect — after the speech, the speaker meets with the client, sells the follow-up package, and offers to credit the speaking fee to the package if it's purchased immediately. (\$4,995.00 MINUS \$1,500.00)

How well does this work? He went from selling a package to only about 5% of his clients to selling it to 60% of his clients!

SOME EXAMPLES OF "CROSS-OVERS" FROM SPEAKING TO CONSULTING

My Client

Description Of Transition'

WIN-WIN UNLIMITED, INC.

Started speaking for this direct sales company; then retained to develop an audio cassette training program and an advanced, weekend seminar program for them. This led to a monthly retainer consulting contract.

BROOKSIDE LABORATORIES

First spoke at their annual convention. Then retained via 6-month contract to develop a leadership skills training program; survey their Field Consultants, assess their needs and skills. suggest sales training options; and attend Board meetings to assist with long-term planning.

INTERCOASTAL COMMUNITIES

First spoke at their annual sales meeting. Next year, retained to spend one week visiting their sales sites throughout the state of Florida and assessing their abilities; then developing and presenting a 2-day "report" and skills-school.

CLIENT NAME WITHELD ON REQUEST
OF CLIENT

Spoke at six sales conferences in different parts of U.S. and Canada. Then retained to develop a "weekend retreat" program that was marketed to the company's sales associates as a new corporate profit center. Under 18-month contract. developed program; direct-mail marketing campaign promotional video; served as instructor at first several "retreats"; trained instructors.

CARE CONSULTANTSJNC.

Started speaking on advertising/marketing to the firm's client-members. Then retained to develop a comprehensive program of advertising support for those clients and to assist the firm in recruiting new clients. Remained on retainer for over 2 years.

CLIENT NAME WITHELD

Started speaking at its weekend 'human potential' seminars. Developed a step-by-step system of seminar marketing, including tee marketing, newspaper advertising and 'sell-it-by-zealot'.

THE ALL-IMPORTANT MERGE OF THE INFORMATION PRODUCT BUSINESS WITH THE SPEAKING AND SEMINAR BUSINESSES

Ten years ago, 2/3rds to 3/4th of all successful speakers' net earnings came from product sales, not speaking fees and/or seminar enrollments. Today, this is truer than ever.

I define a 'successful speaker' as earning at least \$100,000.00 net income from speaking, and I am here to tell you that — except for "celebrities" like ex-U.S. Presidents, Bob Hope, Paul Harvey — 99% of the "journeyman" speakers in this income group are there thanks to their product sales.

If you want to be in that group, you must develop a good product business.

Beyond that, strength in product allows you to be more selective in accepting engagements, to make more money from fewer engagements, and to build a 'customer base' for present and future passive income and financial security.

The speaker who stubbornly insists on minimizing the importance of the product business is simply stupid. If the resistance is based on "prestige," I suggest taking a close look at some of the biggest names in this field: Tom Peters, Ken Blanchard, Zig Ziglar. If it is due to lack of know-how and sales prowess, that can be fixed.

I want to tell you the story of my now good friend, Foster Hibbard. Foster lectured personally for several years with Dr. Napoleon Hill (THINK AND GROW RICH) before Dr. Hill's death and is, today, one of only a handful of legitimate, eminent interpreters of the Napoleon Hill "Laws Of Success." Foster is also a truly great speaker, actually an "orator." And, for letting me freely share this true story about him, he is a 'prince.' It is only one of many examples of his unlimited generosity and desire to serve.

I first saw Foster speak at a Care Consultants meeting — he was on in the morning, I followed in the afternoon. I got there to watch his last half-hour and I stood in unmitigated awe. The cliché of "holding the audience spell-bound" was happening in that room. He had 'em mesmerized. His words soared, his phrases were poetic, his ideas provocative. He was, quite simply, the best I had seen, and I had seen hundreds. (I still think he is the best speaker in the business today, incidentally.)

I watched as he came to his 'commercial', where he had to get his compensation because this client paid its speakers only \$500 in fees. As he started to mention his cassettes, his personality dissolved, his charisma disappeared, and a shy, embarrassed, shuffling, eyes downcast mumbler appeared in his place. "There are a few tape albums in the brown suitcase in the back of the room," he muttered, "if you want them." His was the all-time worst, most pitiful excuse for a "pitch" I'd ever seen.

"How does this guy make any money?" I wondered.

To shorten a long story, I volunteered to devise a platform sales strategy for him, for an

expanded Foster Hibbard product line, and taught it to him — at great pain to him and to myself.

For the results, I will let Foster speak for himself - this a quote from his letter to me:

"My speaking career has spanned 40 years.
Dan taught me the step-by-step technique of platform selling.
I now average better than an 80% sales rate and, during the past 12 months.
I have sold more product than in all my previous years."

Foster's experience is, I hope, instructive.

It shows that, regardless of age, experience or pre-conceived ideas, you can become a "master" at selling your own information products in the speaking and seminar environment. In a few short years since he wrote me that letter, Foster has personally sold millions of dollars worth of his products via speaking. His "closing average" has held consistently better than anyone else I know in this business, myself included. He has become rich.

The information on the following pages teaches you the "merge" of the information products business with the speaking business. This information can make you rich. also.



THE PRODUCT BUSINESS/Page 2

The Presentation's Multiple Roles

The speech or seminar that you present is actually two different things; it is the service you render, but it is also a method of marketing services and products.

As the service you render, I believe there are three measurements of its quality and effectiveness:

- 1) How well it satisfies the client
- 2) How well it satisfies the audience
- 3) How well it satisfies you

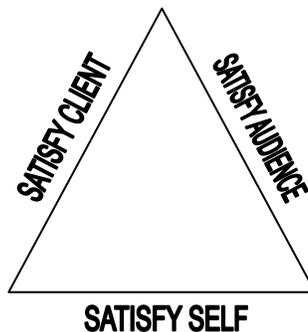
The golden rule of business is: he who has the gold makes the rules'. This means that satisfying the person who signs the check for your fee must be your first priority. In the speaking business, your client may be a corporate executive or, in the case of associations, a meeting planner. In either case, you must know what that individual expects, wants and needs from you and your presentation in order to "look good" to both his peers and superiors.

Second, you have to satisfy your audience. Not only must they be satisfied at the moment, but they have to wake up satisfied the following day, too. This requires a balance of entertainment and education.

When asked if it was necessary to be funny to be a speaker, Robert Henry replied, "Only if you want to get paid."

It is necessary to make your presentation enjoyable and pleasurable for the audience, and usually advisable to make yourself likeable to the audience.

But it's also necessary to deliver useful, useable content. If they go home with a warm feeling but wake up with no memory, your career is headed for trouble! In fact, the single most common complaint I hear from people who've heard speakers is: he didn't give me anything I could use.



**3 PERFORMANCE
PARTS OF SPEECH**

Often, this complaint, while sincere, is partially unfair. The speaker probably gave the audience a lot of useable and useful ideas - he just failed to sell the audience on the usefulness and on using them. Part of satisfying an audience is selling them on the fact that they are satisfied!

Last, your presentation has to satisfy you. I've talked with a number of speakers who are giving presentations and using platform techniques they don't like.

THE PRODUCT BUSINESS/Page 3

You can make a living this way, but you'll never build a truly big business unless you really get a lot of joy from the speaking part of your business.

The best advice possible in this area is to avoid developing a speech or seminar just because you need a speech or seminar, or because there's a market for it. Make your presentations not only marketable but also something you believe in.

If you're faking your enthusiasm for delivering your message, your audience is probably faking its enthusiasm for hearing it, and you'll gradually see the results in slipping repeat bookings, poor referrals, fee resistance and slow product sales.

The speech as the service you render must equally satisfy your client, your audience and yourself.

Then, the speech's second purpose is as a marketing method. Like it or not, even if you had no products to sell, your speech must still be a sales presentation to really be effective, as you must sell the value of your ideas and the value of the use of your ideas.

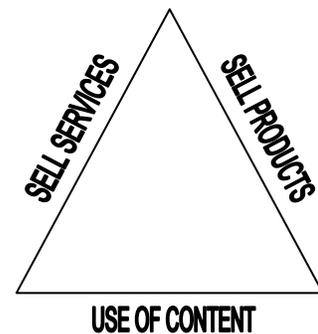
In my seminars, I tell audiences that there are three steps necessary to complete a learning process: one, awareness; two, decision; and three, action. I then tell them that if each of those three steps is not completed, no learning process takes place, and no one is any different or better off as a result of being at the seminar instead of home asleep! I also tell the audience that, as the speaker, the only step I can take for them is the first one: I create awareness. Then, it is their responsibility to reach a decision or decisions as a result of that awareness, and then to follow through, on those decisions with action.

But actually, a speaker does (or should) do more than just create awareness.

You should also suggest decision-options, present the benefits of the desirable decisions, suggest actions appropriate to the decisions, and present the benefits of the desirable actions. You should prompt commitments to decisions to actions. In fact, you have all four of the basic responsibilities of any other salesperson: to get their ATTENTION, to get them Interested in your message, to create DESIRE in them for the benefits of using your ideas, and to close by motivating them to ACTION.

One of the three marketing functions of your speech is the selling of the value of using your ideas.

3 MARKETING PARTS OF SPEECH



The other two marketing functions of your speech are: the sale of your products and the sale of your services.

THE PRODUCT BUSINESS/Page 4

It's important; I think to take this attitude: your fee for your speech is only a part of the compensation you expect for your time. The balance is to come from product purchases, and future use of your services. You should have a figure in your mind going in of the amount of product sales desired, the number of other bookings or referrals desired, the number of consulting prospects, etc. You have just as much a right to this portion of your income as you do to your fee.

Selling Product From The Platform

Client Relations

1. The Client must know and give consent to your offering products, services, etc.
2. In most cases where you are fee-paid, the Client will have to be sold on the benefits he'll derive and that the audience will derive from the products offered.
3. The Client must have your assurance of a limit of xx-minutes for your commercial and, in general, that you won't take advantage of the audience. And you must keep your promise.

Some companies and organizations are accustomed to their speakers selling product, have no objections to it, and are very easy to deal with. In other situations, the Client may have been abused in the past by a speaker who "went to far"; or he may be in a field where "platform selling" is new. In these cases, you will have to sell the Client on benefits and on your commercializing being limited and "soft-sell.

Some speakers who encounter this a lot have two different fee schedules; one for engagements with a product sales opportunity; a higher set of fees for engagements without selling opportunities.

Also, some speakers who are exceptionally strong "platform salespeople" and who have chosen to derive the bulk, or all, of their income from product sales in lieu of fees actually "buy" their speaking engagements. Some "rebate" a percentage of sales to the company or organization; a few actually pay cash fees to the company or organization for a certain size audience. These kind of arrangements are becoming common in the direct sales field, but are still rare everywhere else.

Audience Relations

You play fair with the audience when you limit your commercial(s) to reasonable length, i.e. five minutes or less per .-our and/or two to a maximum of three per full-day seminar, and by not letting the commercial detract from your presentation.

THE PRODUCT BUSINESS/Page 5

Five Most Commonly Used Platform-Selling Techniques

Technique #1: Multiple Opportunities To Buy

It isn't necessary to wait until the end of the presentation to offer product. If your presentation is at least 2 hours, you can fit in a break at the halfway point, and do your "commercial" prior to the break. This accomplishes several things:

- 1) Gives audience extra time to buy; reduces unmanageable stampede at product table.
- 2) Puts peer pressure on non-buyers: during the second half of your presentation, people around them have product.
- 3) The purchasing activity or lack of it on the first break gives you an opportunity to decide how hard to push for product sales later.

Technique #2: Counterfeit Questions

There are a number of variations of this, all effective and undetectable - and used moderately, this tactic is not really unfair to the audience. Basically, here's how it works! during the break(s), the people are asked to jot questions on scraps of paper. These-are dropped in a hat, put in your pocket, etc Already in your pocket or dropped in the hat as you put several collected scraps in is one or two "planted" questions.

As an example, here's a "planted" question one of my speaker-clients uses: "How can I best teach my new employees these things as I hire them?" His answer goes something like this: "Well, I wouldn't have brought it up again had you not asked, but..... the best advice I can give you is to have several of my audio-cassette albums on hand to lend the new employees" "

Technique #3: Tie the "Pitch" To The Content

Although commercials are one of the three sure things in life (in addition to death and taxes), an abrupt shift by a speaker from teaching to selling can set an audience's teeth on edge. It's much better to have a smooth, logical transition; and to have your material and product line structured in such a way as to make their purchasing and your "selling" necessary to their full understanding. "

THE PRODUCT BUSINESS/Page 6

Technique #4: Getting The Money

Bedlam and confusion at the product table is one of the main problems in selling at the back of the room, but there are several things you can do to reduce it:

1. If possible, have pricing in even bill denominations: \$5, \$10, \$20, etc. This eliminates making change for cash customers. Also, have pre-printed receipts the buyer can help himself to.
2. Take checks. The incidence of "bad checks" are not high enough to outweigh the convenience this offers both the buyer and you. If you have to worry about "bad checks," find better audiences!
3. Accept MasterCard and VISA. This does substantially increase sales. However, you should try to set your system up so it is not necessary to run the card through the machine and so the buyer can fill out the form. If you are selling packages priced higher than \$100, accepting American Express will also boost sales.

Technique #5: Payroll Deduction Plan

This is particularly helpful if you're selling anything over about \$50.00. In advance, the employer/company, agrees to (1) pay you 'on the spot' for all product purchased by the audience and to (2) deduct it back out of paychecks or commission checks in installments. Then, you have a pre-printed, simple form the buyer fills out and turns in for the product.

Structure Of A Platform Sales Presentation

1. Segway

This is the transition or "bridge" from your role as a speaker/trainer to presenter, and from educational material to commercial. Normally, most of the segway is educational, and is laying the groundwork for the presentation. Another way to look at it is a means of "creating the need." A motivational speaker, for example, may use a bit on the negative input from people and media vs. the need to stay motivated. The technical speaker might use an explanation of the faults of the human memory, how quickly information is forgotten and now spaced repetition learning works.
2. Present the Product

The product(s) is shown, quickly explained in a benefit-oriented way. If information is included in the product that is not covered in the speech or seminar, this is stressed as added value.
3. Present the Offer

Usually, your at-speech offer will make the produces) available at a discounted price and/or with a bonus.
4. Bonus

A bonus is especially effective when offering a "combination package" at a special price.
5. Close

You must close by telling them what you want them to do; when; and how.

THE SPEAKER'S LETTER

PRODUCT DEVELOPMENT AND MARKETNG IDEAS

"Power may be produced through friendly alliance of minds."

—Napoleon Hill

March 14, 1988

QUICK WAYS TO INCREASE TOUR PRODUCT SALES: PART I

For this series of issues of The Speaker's Letter, we sought the input of several of our speakers-clients who have achieved annual product sales of over \$500,000. I very much appreciate their willingness to share their expertise with us so that we can pass it on to you. It has always been true that "what goes around comes around," so perhaps this is as good an indication as any of why these men and women continue to enjoy such great success in the speaking business.

Naturally, there will be differences of opinion among our contributors as to what works best. So I suggest that you consider their ideas carefully, choose those which can be adapted to your speaking environment, your style, and your audience, and begin experimenting with them at your very next engagement. If you truly believe your message has value for every person in your audience, you'll have the satisfaction of knowing that, by increasing your product sales, you will have served them more effectively. And of course this fact will be accurately reflected in the form of greater profits.

It has been gratifying to watch the growing success of Dr. Kerry Johnson, whose product line and sales volume have increased steadily over the years. Kerry s a psychologist whose special expertise has benefited thousands of people in business and industry. Here's what he says about his approach to on-site product sales:

1. "[When I talk about my products] I keep my pitch under 45 seconds—to reduce pressure.
2. "I distribute my brochure to everyone in the audience to introduce my product line and prices—I never discuss prices from the platform. In the brochure, I offer a standard 20 percent discount for purchase of the whole library. Also, if they buy any two programs. I give them a free copy of my book.
3. "With audiences of 300 or less, I pull in people who are attendees to help me with product sales. Usually there will be several who have read me in magazines or have read my book or heard me speak before. They will come up to talk to me before the program starts. I ask them, 'Would you mind selling tapes for me?' and offer them a free book for their help. It works phenomenally well. They get caught up in selling and really enjoy it. Also, the attendees know each other, and often they'll grab someone and say, 'John, you need this I' And I'm right there, so if they have any questions, I can answer them quickly.
4. "I stand by the table to autograph books and answer questions. People will look for the speaker, and it's like a flag—they look for the flag and they know where the table is.

From Cassette Productions Unlimited, Inc.

PRODUCT DESIGN AND DEVELOPMENT * MARKETNG
CONSULTATION * MASTER TAPE PRODUCTION
AUDIO/VIDEO CASSETTE DUPLICATION * WAREHOUSING
ORDER PROCESSING * DROP SHIPMENTS



Wayne Cotton serves the insurance industry internationally, and his Library of Concepts cassette package is now being used in 10 countries. Last year Wayne did over \$1.5 million in product sales—and so far he has never advertised anything but his seminars! As you read what Wayne has to say, notice especially the power of his "posture"—i.e., that soft spoken enthusiasm and conviction which says to his audience, "I know my system will work for you and continue to pay for itself over and over again";

1. Wayne advises: "Combine all of your materials in new package. Then give the discount only on the complete library. Talk only in terms of the complete library.
2. "I demonstrate my product as I go through the seminar. After I go through one of my concepts, I hold a drawing and give the product away that covers that concept. That gives me everybody's business card so I have them on my mailing list.
3. "During the give-aways, I describe to the audience and the winner what I'm giving him [how it works, etc.] and still I have not talked to them about 'products' yet.
4. "Typically, after covering my estate planning concept, I say, 'Let me show you what I've done. I've packaged this concept so that other people can go out and use it.' Then I show the package and give it away. Then I say, 'Now that I've started in on a little commercial, let me just give you the rest of the commercial. Here's what I've done. I've developed a complete package—it's called the Library of Concepts,' and I hold it up in the air. 'Ninety percent of what I do is inside this box. These are field-tested, proven ideas. This is the meat. (Then I show the products one by one. with everything tied to the box.) 'We discount it purely to take advantage of your impulse buying [and they laugh] but, you know, there's nothing wrong with that because it gets you involved. Now that you've spent the money, you really want to get your money back and so you use it.'
5. "Then I offer the discount and tell them a story: 'Now, as I said, it will work right away. Let me just give you a little example.' (Then I tell them about a guy who bought the system and paid for it twice the first night he had it.) 'So if you want it, go get it—if you don't, that's fine. See you after the break.'
6. "Near the- end of the seminar, I tell them, 'I know that a lot of people like to sleep on it, and I know there will be several of you that will have "non-buyer's remorse." [They laugh about it, but they know exactly what I'm talking about.] So, just to help your non-buyer's remorse, we're going to give you a catalog to look over. The discount is good till noon tomorrow, and you can call us toll-free.' So we put the catalog in their hands, and the next day that phone just rings off the hook. [By doing this] we've had as much as \$15,000 in phone sales in one day."

HERE'S A SIMPLE IDEA THAT HAS WORKED EXTREMELY WELL: When a participant comes to tell you about the results he (she) got from using your products, ask him (her) to stand up during your product presentation and briefly tell the story to the whole audience.

DO TOO HATE CASSETTE PRODUCTS THAT SELL IN HIGH VOLUME. If you do, and you're willing to share your expertise, I'd like to hear from you so that we may include your ideas in future issues of The Speaker's Letter.

"WHAT GOES AROUND COMES AROUND" REVISITED:

"Men suffer all their lifelong under the foolish superstition that they can be cheated. But it is as impossible for a man to be cheated by anyone but himself, as 'or a thing to be and not to be at the same time. (Ralph Waldo Emerson)

NEXT ISSUE: Quick Ways to Increase Tour Product Sales: Part II. Speakers to be featured in this series include Mike Ferry, Danielle Kennedy, Nido Qubein, and others.

Warmest regards,


Bill Guthy

THE SPEAKER'S LETTER

PRODUCT DEVELOPMENT AND MARKETNG IDEAS

"Power may be produced through friendly alliance of minds."

—Napoleon Hill

May 16, 1988

QUICK WAYS TO INCREASE TOUR PRODUCT SALES: PART III

In our final letter on this topic, we're going to look at the product sales methods of two superstars whose results are proven not only by their "bottom line." but also by the many testimonials they receive from their clients and customers.

Through his books, cassette courses, seminars, and consulting services. Dan Kennedy has helped many professional speakers market themselves and their products more effectively. Here's Dan's advice to you:

1. "Build mega-credibility—it's the most powerful selling tool ever invented." That is make your credentials and the value of your information abundantly clear to prospective customers. "Use testimonials from those respected companies and individuals who've benefited from each of your programs."
2. On the importance of specialization: "I prefer to appear to be and to be a specialist. Specialists make more money. I can easily justify a \$75 price tag for a four—cassette program on 'professional practice promotion for doctors' that might only be valued at \$40 to \$45 if it were just on 'promotion.' It's the specialization that increases the value. And long-term multi-service relationships are more easily built by the specialist than the 'generalize.'
3. "Platform sales can be made acceptable to any industry, any company, and can be done with dignity" and sophistication. Your client must be properly and patiently educated about the necessity of spaced repetition in follow-up with live training. presented with your commitment to cassette learning programs as part of your overall effectiveness. You must demand a fee upcharge in lieu of platform sales or pass up the engagement."
4. Organize and present your product line "as a system of study, for example, over 12 to 18 months, i.e. structured in 12 to 18 steps, each taking a month to complete. This creates much higher perceived value than a simple presentation of three albums.
5. "Have a printed presentation page and a colorful order form to pass out to participants. They follow along with the speaker as he presents the offer. This brings structure, class, and control to the selling process." It also eliminates change boxes and credit card machines, since the customer exchanges the completed form for the product. Then you follow up by mail with the customer's copy of the charge slip along with a "thank you" note and a "bounce-back" offer. Also, "you should accept every major credit card including American Express.
6. "Offer a bonus (premium such as a book, extra cassette, or newsletter equal in value to 10% to (ideally) 50% of the system price, and include a strong guarantee."
7. "Make a sensible segue to your commercial. During the segue a series of problems have to be created, relating to memory, negative influences, sustaining enthusiasm.

From Cassette Productions Unlimited, Inc.

PRODUCT DESIGN AND DEVELOPMENT * MARKETNG
CONSULTATION * MASTER TAPE PRODUCTION
AUDIO/VIDEO CASSETTE DUPLICATION * WAREHOUSING
ORDER PROCESSING * DROP SHIPMENTS



Now to provide a powerful finale to this series. I've chosen Danielle Kennedy (no relation to Dan), who is one of the brightest and 1st successful stars on the speaker's platform. Danielle's high-content programs, her contagious energy, and her professional integrity place her along the very best in the business.

1. Danielle builds her product presentation around what she calls her "homework philosophy": "I tell them. 'When you come to a seminar like this, a lot of times you walk out on almost like a "sugar high"--a boost of energy--you leave and don't remember anything you've learned, and you might even have a headache. Now I have a parochial school background, and they were big on homework. They said the class itself wasn't nearly as important as the follow-up--and I'm proof of it myself. I want for my audience the same thing I have, and I have an obligation to give back to the industry, but it's no good if they don't take advantage of it. So if this is what you believe in, you'll do this homework [i.e. buy the products and use them]."
2. "I offer a lifetime money-back guarantee: if the material is not working for them, they can send it back at any time for a full refund. I tell them, 'Ye don't want to keep your money if it's not working for you.' I think I base my 'close' on sound ethics, on the idea that there's an exchange between the customer and myself—their money for my 'how-to's' that have given people proven results."
3. "I go right into the audience and say, 'I'm so sold on this, I'd like to give each of you one as a gift. But I can't do that. But I can--if we have a drawing right now--give out five or six pieces of this "homework" to five or six people. And I feel whoever gets it really needed it the most at that time and we should all be happy for them.' Then I collect their business cards. Before I do the give-away, I explain gift's value, how it works, how to use it, etc. No one looks upon this as a close, but at the end of the drawing, I go up on the stage, put the price list on the overhead, and say 'I wish I could give it away but I can't, so I'll do the second best thing--give a special discount. The normal price for all the products is \$304, but today it's \$199 with a lifetime money-back guarantee. I hate to say this [I just taught them this close] but I know someday you're doing to thank me' [and the audience laughs]."
4. "Every speaker should find their style for marketing their products, and that comes from what they feel is 'great about what they're selling and how it can affect people's lives. But that's got to come from the heart. And if it doesn't, it comes across very abrasively. I also have to give myself a 'mental enema' prior to getting on the stage, so that I won't think in terms of product sales numbers. My presentation is done in what I call a 'purity of intention.' I ask myself, 'Why do they need it--why is it great for them?' And I actually visualize the results they're doing to reap if they use those products. You can tell when a speaker is closing for himself. You don't close for yourself--you close for the people I public service first, profit second, which is the basis of everything I have to do. If that gets fussy at all in my mind, it'll be reflected in *my* sales for that day."
5. "I also tell *my* audience, 'I've been doing this for 10 years. If what I was asking you to do was something that would not benefit you, I would not have' survived confronting the public in such an intimate fashion as this over the last 10 years. '"

THE KEY TO "THE MAGIC or BELIEVING" I:

"Whatever you believe with feeling that you bring into your life." (Emmet Fox)

NEXT ISSUE: The "Ins and Outs" of Direct Marketing (including television, direct mail, and space advertising).

Warmest regards,



THE PRODUCT BUSINESS

Key Points Re. Platform Selling

1. Pre-agreement with client
2. Learned, practiced "pitch"
3. Subliminal mini-commercials during speech
4. Smooth lead-in to commercial
5. One actual commercial per three hours or less
6. Multiple opportunities to buy, whenever possible
7. Special offer
8. Package pricing - small, medium, large
9. Even money pricing
10. Checks + credit cards

Small Group Platform Selling

1. Bigger package, if possible
2. Hand-out literature - audience follows along with you
3. Hand in order forms at break

SYSTEM UPDATE: WHAT TO DO IF YOU ACCEPT A "BAD"
CREDIT CARD FOR A PRODUCT PURCHASE
AT A SEMINAR

#84-504

When accepting credit cards, always get customers' address and telephone numbers (a) in case follow-up is necessary and (b) to build your mailing lists. However, should you have a problem with processing a credit card, the immediate first step is NOT to contact the customer.

IF the amount you are- charging is declined, FIRST try to "piece" the sale. Example: a \$95 sale is declined. Try to process \$50.00. If that's approved, try to process the remaining \$45.00 as a separate sale the next day. Many times, the sale can be cleared this way without involving the customer.

IF you do have to piece-charge and only part of the sale can be approved, you're still obviously better off; you have part of the money immediately and need attempt collection direct from the customer for the remaining balance. Simply write to the customer, enclosing a copy of the charge slip indicating the amount you were able to get approved, and request payment of the balance.

-IF a customer's credit card will not take the charge today, that does not mean it won't take it tomorrow. If a request to the customer for payment is ignored and the merchandise is not returned in a week or so after your request, try the credit card again.

IF your first polite collection efforts and repeated attempts to charge the card fail, write the customer a stern, "final demand letter" for immediate, full payment. Knowingly using an invalid or over-the-limit credit card is fraud, and the individual could be subject to criminal prosecution.

These incidents seem to be very rare; our experience is that the total of both bad check and credit card collection problems re. consumer purchases at speeches and seminars represents less than 3% of gross sales.

However, the comparative small size of the problem is not the main issue. Each and every dollar lost in a business is extremely significant. You should have standard collection procedures and form letters established for your business.

THE SEGWAY A 'Spaced Repetition Learning' Presentation

The following pages are from a 'standardized' presentation on spaced repetition learning that I developed for Empire Communications Corporation distributors and for my personal speaker-clients. It is copyright protected and I ask you not to copy it or use it "as is". Instead, use it as a guide in developing your own presentation.

One of the things I often do, as part of the one-day consultation I offer to speakers at \$3,000.00, is develop a complete platform sales 'pitch' specifically for that speaker and his products, and practice and rehearse it with that speaker. On a few occasions, speakers have hired me to spend days with them getting their 'pitch' perfected. When you consider that the difference between closing, say, 20% of an audience — which is, I'd guess, the NSA "average" — and, say, 70%, the smallest percentage I'm satisfied with can equal almost \$6,000 in one date, with just 100 people there, and \$199 product package, my fees are cheap.

Given a few days of intensive work, I can make a \$50,000 to \$100,000 difference in a speaker's annual income — over a million dollars over the life of his career.

**HOW CAN I
TAP
MORE OF MY
POTENTIAL**

**SO I CAN REACH
MORE OF MY
PERSONAL GOALS?**

LET'S TALK ABOUT SUCCESS EDUCATION

SUCCESS

- Means different things to different people
- Successful people are different from one another!

But...

SUCCESS IS REACHING PERSONAL GOALS...



LET'S TALK ABOUT SUCCESS EDUCATION

THERE ARE

4 QUARTERS
SHARED
BY **ALL**
SUCCESSFUL
PEOPLE

1. POSITIVE MENTAL ATTITUDES
2. GOAL-ORIENTED
3. SELF-MOTIVATED

4. INVOLVED IN CONTINUING
PERSONAL GROWTH

LET'S TALK ABOUT SUCCESS EDUCATION

DO YOU AGREE?

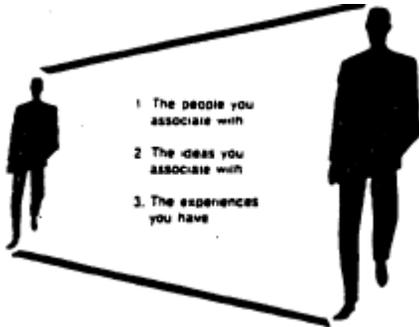
“SCHOOL IS NEVER OUT
FOR THE PRO?”



LET'S TALK ABOUT SUCCESS EDUCATION

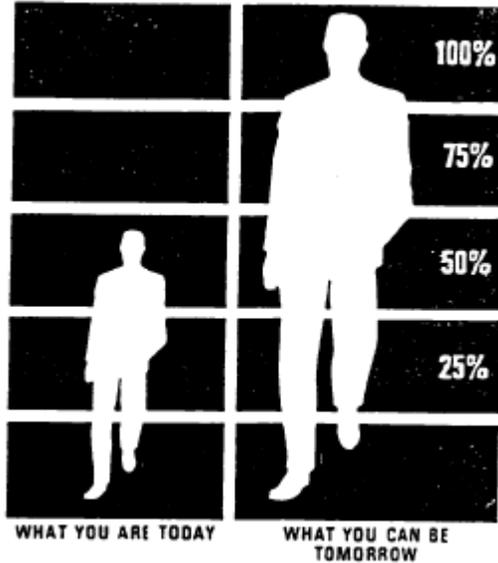
DO YOU AGREE?

The future you can be planned and purposefully created by the Present you.



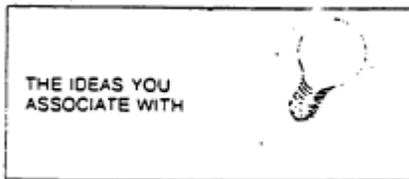
"The only thing constant is change."

EVERY PERSON...IS TWO

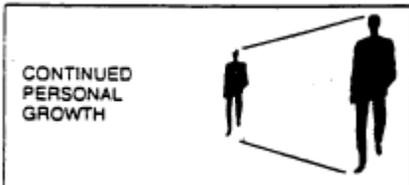


The average person discovers only a fraction of his own true potential.

WE HAVE A SCIENTIFIC WAY YOU CAN EXERCISE GREATER CONTROL OVER



FOR



OUR METHOD

1 WE RECORD THE SEMINARS, SPEECHES AND COURSES OF AMERICA'S MOST RESPECTED AND POPULAR SPEAKERS AND AUTHORS ON CASSETTE TAPE



2 WE EDIT AND ORGANIZE THESE RECORDINGS INTO PACKAGED

REPETITION LEARNING SYSTEMS®

THAT ARE AFFORDABLE AND ENJOYABLE TO LISTEN TO



WE HAVE RESEARCHED, TESTED AND CONDENSED



THE BEST OF THE BEST . . .

To Give You the Competitive Edge in Life

PERSONALLY - PROFESSIONALLY - FINANCIALLY -

WHAT IS THE COMPETITIVE EDGE?
The competitive edge is the difference between success and failure, winning and losing, plenty or want.

THAT LITTLE EXTRA EFFORT
The competitive edge is that fraction of a second that sets apart the best man that ever ran.

ONE VOTE CAN DECIDE
One vote in Congress may mean the difference between the success or failure of a bill.

JUST A HUNDREDTH OF A SECOND
In the Olympics, a hundredth of a second is often the difference between first place and the rest.

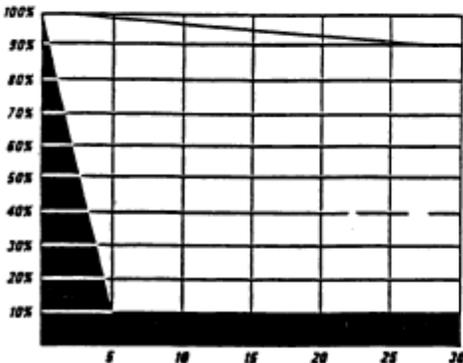
TIPPING THE FINANCIAL SCALES
In business, one percent is often the difference between bankruptcy or millions in profit.

ELECTED OR OUSTED
In politics, one vote can put a man in office and a less popular man out.

GAINING THE ADVANTAGE
A competitive edge makes the difference. The difference is often measured in a single fraction.



THE PROVEN POWER OF REPETITIVE EXPOSURE



Research has proven, when you hear a message one time, only 10% of the content is remembered after 18 days.
However, when you hear a message repetitively 7 times over a one week period, up to 90% of the content is remembered.

WHY INVEST IN AND USE REPETITION LEARNING SYSTEMS® ?

1.
2.
3.
4.
5.
6.
7.

TO PENETRATE CONSCIOUS MIND SCREENS
AND REACH THE SUBCONSCIOUS MIND,
REPEAT SEVEN TIMES.

WHY INVEST IN
AND USE
REPETITION LEARNING SYSTEMS® ?

REASON #1

GIVE A NEW IDEA
TO 100 PEOPLE.



WITHOUT REPETITION...

AFTER 24 HOURS	25 HAVE FORGOTTEN IT
AFTER 48 HOURS	50 HAVE FORGOTTEN IT
AFTER 4 DAYS	85 HAVE FORGOTTEN IT
AFTER 16 DAYS	98 HAVE FORGOTTEN IT



The problem is memory...

SOURCE:
WILLIAM J. FORBES
AUTHOR, SALES CONCEPTS™
AND
WHY? MARKETING STUDY

WHY INVEST IN
AND USE
REPETITION LEARNING SYSTEMS®

REASON #2

The solution is...

REPETITION

Ideas and
Skills are
Accepted and
Remembered

after
seven to twenty-one
repetitions

7 to 21

A SCIENTIFIC METHOD

SOURCE:
DR. HAROLD H. HULL, M.D.
AUTHOR OF
"PSYCHOLOGICAL PRINCIPLES"

WHY INVEST IN
AND USE
REPETITION LEARNING SYSTEMS® ?

REASON #3

you agree you need REPETITION
to learn **BUT...**



You probably won't read the same book
7 times —
that's boring and takes too much time

You can't attend the same seminar 7 times —
that's too expensive...




**THE
CASSETTE
PROVIDES THE
BEST WAY
TO
LEARN**

WHY INVEST IN
AND USE
REPETITION LEARNING SYSTEMS®

REASON #4, #5, #6



AUTOMATIC LEARNING



ENJOYABLE LEARNING



CONVENIENT LEARNING

WHY INVEST IN
AND USE
REPETITION LEARNING SYSTEMS® ?

REASON #7

**CONVERT WASTED TIME
INTO LEARNING TIME**

Average person —
over 540 HOURS A YEAR
driving

Average salesperson —
over 950 HOURS A YEAR
driving



?

WHY NOT? ...USE THIS TIME TO

**BE INFORMED
BE ENTERTAINED
BE MOTIVATED**

For busy people on the move . . .
LISTEN ANYWHERE

Did you know?
BOREDOM
is the 2nd highest cause
(next to alcohol)
of car accidents.

Your car cassette player
provides an
interesting
SEMINAR ON WHEELS!

WHY INVEST IN
AND USE
REPETITION LEARNING SYSTEMS® ?

REASON #8

**AN EDUCATIONAL
BARGAIN!**

a \$60 investment
in a
Cassette learning
System
provides
42 HOURS
of valuable listening — for 7 repetitions
at an average of one hour per day —
42 DAYS



only
\$1.42
a day!

What else do we spend
\$1.42
per day
on?




**ISN'T YOUR HAPPINESS,
PERSONAL GROWTH
AND
CAREER ADVANCEMENT
WORTH
THE PRICE OF
A BURGER?**



THE ULTIMATE "PLATFORM SELLING SYSTEM"

In the next few pages, any professional speaker who bought this book is going to get a thousand times his money's worth - I'm about to totally reveal and explain the 'technique' we developed and perfected that brings both the closing percentage and the package price ceiling way, way up for platform selling.

What I am about to show you makes all the difference in the world.

I actually invented this for Foster Hibbard — a truly great speaker but, at the time, dead-bang awful platform salesperson. My purpose for inventing this technique was to give him a 'structure'. At the time, I honestly had no idea it would also serve to change the economics of the possible in platform selling to such a great degree.

The technique is called, around our office, THE FORM.

The first one shown is Foster's original Form, for the first SuccessTrak Seminars we took on the road. You will note that it *is* headlined: YOUR DECLARATION OF FINANCIAL INDEPENDENCE. This tied to part of the "segway" designed for and used by Foster. He would talk briefly about "the courage to change", and use those who signed the Declaration Of Independence as an example; then tell the audience that they were going to have an opportunity to demonstrate their courage — but with none of the risk of execution.

Then there is a 'ladder' of 14 STEPS. Each Step equals a Month; this is a 14-month program. The doctor signing up received the listed tapes "(two in most months, just one in a couple) each month. Foster showed these in albums, like "normal" platform selling, but then took each tape out and mentioned one or two key points covered on each, by the month. In retrospect, I understand how much more valuable all this appears when presented this way than when it is just a stack of four cassette albums.

Next, he had them turn the Form over to the Comparison. In my book 'Confessions Of A Sales Superstar', I describe "apples to oranges" comparisons as one of the superstar sales techniques; it is; and I've adapted it for any number of different clients' businesses. In this case, we compared the actual enrollment fees of each of Foster's seminars to the cost of the SuccessTrak 14-Month Program that delivered essentially the same content — showing a \$366 savings to the buyer.

Then everybody flipped back over and he "walked" them through the order coupon at the bottom of The Form. On the break, they brought the filled-in Forms to him; he gave them (only) the first album with just the first two tapes in place ie. Step One. The smoothness of this process let one speaker easily handle 50 to 60 buyers in 10 minutes, with no staff.

Now I admit: there are a lot of little nuances in the use of The Form, in the 'pitch' that Foster came up with on his own, that we invented together, and, later, that I invented for myself and for a few speaker-clients I've worked with closely. That verbiage, those nuances are important, but with The Form, you've got the gist of it.

Used adeptly, this technique consistently sells 'packages' of over \$300.00 to 70%+ of most audiences. Those economics, incidentally, made our particular, narrow market seminar business possible: with as few as 20 'buying entities' in the seminar room, four or five nights in a row, we could bring in over \$15,000.00 — against a typical cost of \$3,000 to fill the seats, \$2,000 for travel, and \$3,000 for product, leaving \$7,000 to divide between speaker and

company. However, since then, this same basic technique has been used in a variety of platform selling environments, and it keeps proving itself.

The next example shown is my own Form, for our SuccessTrak Seminars. The last example (reduced from its 14" actual length) was used as part of a direct-mail package, "renewing" the seminar-generated buyers.

I have dozens of other examples, used with all kinds of audiences, including salespeople, direct marketing clubs, executives, and franchisees.

Your DECLARATION of FINANCIAL INDEPENDENCE

Your Professionals' Success Trak Subscription:
**12 STEPS TO GREATER PROSPERITY
 IN YOUR PRACTICE**

Step One (Home One)	Session One of PRACTICE PROMOTION
Step Two	Session Two of PRACTICE PROMOTION Plus • Session One of PEOPLE SKILLS
Step Three	Session Three of PRACTICE PROMOTION
Step Four	Session Four of PRACTICE PROMOTION Plus • Session One of PROFESSIONAL IDEA MANUAL
Step Five	Session One of CREATIVE PRACTICE BUILDING Plus • Session Two of PEOPLE SKILLS
Step Six	Session Two of CREATIVE PRACTICE BUILDING
Step Seven	Session Three of CREATIVE PRACTICE BUILDING
Step Eight	Session Four of CREATIVE PRACTICE BUILDING Plus • Part Two of THE CREATIVE PROFESSIONAL IDEA MANUAL
Step Nine	Session Five of CREATIVE PRACTICE BUILDING Plus • Session Three of PEOPLE SKILLS
Step Ten	Session Six of CREATIVE PRACTICE BUILDING
Step Eleven	Session One of ENTREPRENEURIAL TRAINING AND SKILLS FOR THE PROFESSIONAL
Step Twelve	Session Two of ENTREPRENEURIAL TRAINING AND SKILLS FOR THE PROFESSIONAL

PROFESSIONALS' SUCCESS TRAK MEMBERSHIP

Your Name _____
 Step to Address _____
 City, State, Zip _____
 Payment of my \$349.00 by Debit Cash MasterCard VISA American Express
 Card No. _____ Exp. _____

YOUR SUBSCRIPTION TO Professionals' Success Trak INCLUDES



- 1. Practice Promotion — 1-Day Seminar \$195.00 +
4 Cassettes Total
- 2. Creative Practice-Building — 2-Day Seminar \$395.00 +
6 Cassettes Total
- 3. People Skills \$ 95.00
3 Cassettes Total [6 Speakers]
- 4. Creative Professional Idea Manual CANNOT BE PURCHASED SEPARATE
- 5. Success Trak Newsletter CANNOT BE PURCHASED SEPARATE
4 times per year or more
- 6. Entrepreneurial Thinking and Skills For The Professional — 1/2-Day Seminar \$ 95.00
by Dan S. Kennedy — 2 Cassettes Total



YOUR SUCCESS TRAK SUBSCRIPTION only \$349.00

You Save \$431.00

18 Cassettes
Over 20 Hours of Seminars and Information

YOUR DECLARATION OF FINANCIAL INDEPENDENCE

PROFESSIONALS' SUCCESS TRAK MEMBERSHIP

Your "Professionals' Success Trak" Subscription:
14 STEPS TO FINANCIAL INDEPENDENCE

Step One (Week One)	Session One and Session Two of THE MILLIONAIRE'S SEMINAR
Step Two	Session Three of THE MILLIONAIRE'S SEMINAR • Plus • Session Two of PROFESSIONAL PRACTICE PROMOTION
Step Three	Session Four of THE MILLIONAIRE'S SEMINAR
Step Four	Session Five of THE MILLIONAIRE'S SEMINAR • Plus • Session Two of PROFESSIONAL PRACTICE PROMOTION
Step Five	Session Six of THE MILLIONAIRE'S SEMINAR
Step Six	Session Seven and Two of THE MILLIONAIRE'S SEMINAR • Plus • Session Three of PROFESSIONAL PRACTICE PROMOTION
Step Seven	Session Eight and Three of THE MILLIONAIRE'S SEMINAR • Plus • Session Four of PROFESSIONAL PRACTICE PROMOTION
Step Eight	Session Nine and Four of THE MILLIONAIRE'S SEMINAR • Plus • Session Five of PROFESSIONAL PRACTICE PROMOTION
Step Nine	Session Ten and Five of THE MILLIONAIRE'S SEMINAR • Plus • Session Six of PROFESSIONAL PRACTICE PROMOTION
Step Ten	Session Eleven and Six of THE MILLIONAIRE'S SEMINAR • Plus • Session Seven of PROFESSIONAL PRACTICE PROMOTION
Step Eleven	Session Twelve and Seven of THE MILLIONAIRE'S SEMINAR • Plus • Session Eight of PROFESSIONAL PRACTICE PROMOTION
Step Twelve	Session Thirteen and Eight of THE MILLIONAIRE'S SEMINAR • Plus • Session Nine of PROFESSIONAL PRACTICE PROMOTION
Step Thirteen	Session Fourteen and Nine of THE MILLIONAIRE'S SEMINAR • Plus • Session Ten of PROFESSIONAL PRACTICE PROMOTION
Step Fourteen	Session Fifteen and Ten of THE MILLIONAIRE'S SEMINAR • Plus • Session Eleven of PROFESSIONAL PRACTICE PROMOTION
Step Fifteen	Session Sixteen and Eleven of THE MILLIONAIRE'S SEMINAR • Plus • Session Twelve of PROFESSIONAL PRACTICE PROMOTION

YOUR SUBSCRIPTION TO: Professionals' Success Trak INCLUDES

- 1. Millionaire's Seminar — 1-Day Seminar \$12
6 Cassettes Total
- 2. Art Of Total Living — 10-Week Course \$40
8 Cassettes Total
- 3. Motivation Dynamics — 1-Day Seminar \$9
6 Cassettes Total
- 4. Success Trak Newsletter 5
4 times per year or more
- 5. Professional Practice Promotion — 1-Day Seminar \$95.00
4 Cassettes Total

SEMINAR VALUE

\$715.00

34 Cassettes
Over 30 Hours of
Seminars and
Information

2nd Year Program with DAN KENNEDY

GRADUATE STUDIES IN PROFESSIONAL PRACTICE DEVELOPMENT

- A 12-Month, 12-Cassette Series
- Written Reference Notes accompanying each Cassette
- Each Cassette Researched and Recorded by Dan Kennedy, with additional Guest Contributions by successful Doctors, consultants and authors
- Average cassette length: 40 Minutes

STEP 1 MONTH ONE	<ul style="list-style-type: none"> • PROFESSIONAL PERSUASION PROCESSES <ul style="list-style-type: none"> • Non-Intensive Selling • How to make a convincing "case presentation" • How to engineer assistance 	PROFESSIONAL COMMUNICATION SKILLS
STEP 2 MONTH TWO	<ul style="list-style-type: none"> • POSITIVE RELATIONSHIP PROCESSES <ul style="list-style-type: none"> • Building trust • Eliminating fee resistance • Solving the patient's financial obstacles • Insuring patient follow-through • Reducing anxiety • Dealing with the difficult patient 	
STEP 3 MONTH THREE	<ul style="list-style-type: none"> • SPECIAL PATIENT-RELATIONSHIP TECHNIQUES <ul style="list-style-type: none"> • Managing the Referred Patient • Managing the Patient produced by advertising • Combining patients to lifetime care 	
STEP 4 MONTH FOUR	<ul style="list-style-type: none"> • ATTRACTING QUALITY NEW PATIENTS <ul style="list-style-type: none"> • How to use Community Involvement... Civic Activities... and even Social Activities to create new patients • Increase new patient flow without increased promotion cost 	ADVANCED PRACTICE MARKETING SKILLS
STEP 5 MONTH FIVE	<ul style="list-style-type: none"> • EFFECTIVE ADVERTISING ALTERNATIVES <ul style="list-style-type: none"> • Creating your Newspaper Ads • Missing Yellow Pages Ads Pay • Developing a successful neighborhood direct-mail campaign • New Resident Welcome Marketing • Penny-saver-type advertising • Cousin-Pat Advertising 	
STEP 6 MONTH SIX	<ul style="list-style-type: none"> • ADVANCED MEDIA — ADVERTISING ALTERNATIVES <ul style="list-style-type: none"> • Radio, TV Talk Shows... Radio, TV Advertising • 12 Proven Methods of getting FREE Publicity • Creative promotional ideas 	
STEP 7 MONTH SEVEN	<ul style="list-style-type: none"> • PERSONAL, ACTIVE PRACTICE PROMOTION <ul style="list-style-type: none"> • Promoting via my lectures and special seminars • How to host an "event" — patients bring friends and relatives • How to use "events" to stimulate referrals • Improving the effectiveness of your Newsletter 	DYNAMIC PRACTICE MANAGEMENT SKILLS
STEP 8 MONTH EIGHT	<ul style="list-style-type: none"> • SPECIAL SITUATION PROMOTION METHODS <ul style="list-style-type: none"> • for the practice with seasonal surpluses • for the downtown metropolitan practice • for the practice in a Senior Citizen area • for New or new special situations • KEY POINT REVIEW of all Proven Promotion Ideas from Dan Kennedy's First-Year Success Trak Program 	
STEP 9 MONTH NINE	<ul style="list-style-type: none"> • FUNDAMENTALS OF SUCCESSFUL PRACTICE MANAGEMENT <ul style="list-style-type: none"> • MBO — How to Manage By Objectives • Coaching and Motivating Your Staff to High Performance • Ideas on Effective Office Practices 	
STEP 10 MONTH TEN	<ul style="list-style-type: none"> • FUNDAMENTALS OF SUCCESSFUL TIME MANAGEMENT <ul style="list-style-type: none"> • Personal, Team and Office Organization • Analyzing Time Usage Strengths and Weaknesses • THE 10 BEST TIME MANAGEMENT TECHNIQUES • Dan Kennedy and Foster Hibbard discuss "Timing Professionalism" 	DYNAMIC PRACTICE MANAGEMENT SKILLS
STEP 11 MONTH ELEVEN	<ul style="list-style-type: none"> • FUNDAMENTALS OF FINANCIAL MANAGEMENT <ul style="list-style-type: none"> • Increasing Practice Revenue without increasing work hours or overhead • Exploring the option of "Pro-Pay" • Effective contracts, receivables control • Expansion advice for the associate Doctor, the second office 	
STEP 12 MONTH TWELVE	<ul style="list-style-type: none"> • HOW TO HAVE THE PRACTICE YOU REALLY WANT <ul style="list-style-type: none"> • Secrets to gaining and maintaining CONTROL • Solutions to common management problems • Strategies for increased referrals • System for enjoyment and enthusiasm in practice 	

Enroll Now — Save \$80.00 — and get 3 Extra Bonus Gifts.....

**12 MONTHS — 12-CASSETTES
PLUS THESE VALUABLE
BONUSES**

- ① Continued by-correspondence analysis and critique of your promotional materials, as often as you like — FREE
- ② THE SUCCESS TRAK NEWSLETTER, at least 4-times a year
- ③ The new book, co-authored by Dan Kennedy and William Brooks: "IT'S ABOUT TIME." This book presents a potpourri of time management ideas, information and methods condensed from *Success* magazine.

Yes

I WANT TO
CONTINUE WITH DAN KENNEDY,
AND I AM READY FOR
GRADUATE STUDIES

My Name _____

Address _____

City _____ State _____ Zip _____

Payment by: Check MasterCard VISA American Express Discover C

Card No. _____ Exp. Date _____

*Note: The 1998 Price for each Success Trak Subscription Program including this set is \$299.00. Only Renewing Members are offered the low \$249.00 cost.

**ACT NOW
TO
RECEIVE
THESE
BONUSES**

Some of the Remarkable Results reported by Member-Doctors —

- **87%** report specific practice growth
- **74%** report significant increases in referrals
- **92%** report personal or family-related benefits
- **83%** report positive staff involvement
- **98%** report overall satisfaction

— *If we haven't heard your Good News — why not?*

Also — Over 500 Doctors have sent their existent and planned Brochures, Ads, Newsletters, etc. to DAN KENNEDY for constructive critique and improvement suggestions. This very valuable service is FREE to Subscribers — use it as many times as you wish during the year!

Comments from just a few Doctors —

"Your Cassettes have certainly been EYE-OPENING, enlightening and informative! We are moving right on up with your excellent guidance."

— **DR. CHARLES L CAUSEY**
Florida

"You are a fantastic speaker — and I have heard hundreds! The material in your book and on your cassettes certainly gets a '10!'"

— **DR. KEN WALKER Tennessee**

"I attended your Seminar and purchased your Cassettes only a few weeks ago — it's already made a great difference in our staff and practice! Thanks! I would be pleased to act as a reference for your program."

- **DR. DENNIS J. D'ERAMO**
Florida

"I listen to you, Foster Hibbard, and Dr. Charlie Ward and Dr. Kerby Landis every morning — **your** tapes are Great!"

— **DR. MARTIN JOHNSON California**

"As a direct result of the PRACTICE PROMOTION CASSETTES, I have measurably increased our new patient flow, primarily through increased referrals. From that alone, your Program more than paid for itself the first couple of months. Your suggestions about my Val-Pak Coupons also helped me get the best response from a coupon insert I've ever obtained. I can't wait until you have some more material available."

- **DR. DOUGLAS NELSON**
California

**HOW TO SELL YOUR CASSETTE PROGRAMS
TO A PERCENTAGE OF THE NON-BUYERS, AT POINT OF SPEECH**

to a group of 100. If you bat what I call "the NSA average", you sell to 20 to
; even if you do twice that, there are still 50 or more 'non-buyers.' After 5
hes, that's 250 non-buyers. Over a year of, say, 50 dates, that's 2,500
s.' If you're selling a \$200 package and could convert just 10% of all those
, that'd be 250 times \$200... \$50,000.00 of added income.

the speakers I know are ignoring this money.

because getting it is ridiculously easy.

o give you the same strategy I've given a number of speakers personally. I know
tried it - and she has continued to use it ever since. Enthusiastically. Gratefully.
The others have proved too lazy to even try this idea! Your choice.

the names and addresses, preferably home addresses of every person in your

: those who bought from those who didn't.*

dress or individually type-address envelopes to the non-buyers.

a letter to those non-buyers that covers these "bases":*

Reminding them of who you are and that they heard you speak,
sterday, a few days ago, whatever. (The faster you get these letters
out, the better.)

(2) Thank them for being in your audience.

(3) Let the recipient know that you know he didn't take advantage
of the offer you made at the speech.

(4) Let him "off the hook" for that failure.

(For example, you might say: "you know, there are several
reasons why some people don't immediately take advantage
of the offer I make at my speeches. Those include....")

(5) Give him a 'last chance' to get the same special offer.

(6) Re-sell that offer. Deliver as strong a pitch, or stronger, as
you gave from the platform. Emphasize the guarantee.

(7) Ask for immediate response and make it as easy as possible
to respond.

(8) Close by congratulating him on his wise decision to act.

In a 'PS', re-emphasize the free bonus gifts and guarantee and/or
give one or two testimonials.

If you'll use this strategy, and you are any good from the platform in the first place, you should sell to 5% to 15%, sometimes more of your non-buyers.

If you get at least 2%, then you should work on the letter itself, to make it better. And, if you need help with that, get my book: THE ULTIMATE SALES LETTER.

And, if you get the 5% to 15% range results, you may want to try the Charles Atlas Method discussed elsewhere in this book on the second group of non-buyers.

Experimenting with this until you get it right is worth it; it'll give you an "automatic money machine" worth \$50,000.00 or more per year to the typical speaker. And you don't have to worry about hundreds of speakers using this same strategy, so audiences get repeatedly run through the same funnel. As I've already told you, most are too lazy to do it.

WHAT TO DO WITH-THE BUYERS

After you separate the non-buyers from the buyers, to mail to the non-buyers as I've just described — what should you do with the buyers?

SEND THEM A LETTER, TOO.

That letter should do two things:

First, it should "cement the sale", prevent the return for refund. Check out the example of this type of letter at the back of my ULTIMATE SALES LETTER book.

Second* it should give the buyer an opportunity to send you more money. Done right, 5% to 15% of your buyers will immediately send you more money, for an "add-on" offer. This can put another \$50,000.00 a year in your pocket.

These two strategies together are worth about \$100,000.00 a year; millions over the span of a career.

H102/THE CORPORATE PRE-SELL: HOW TO SELL QUANTITIES OF BOOKS AND TAPES TO THE CLIENT IN ADVANCE OF THE ENGAGEMENT

by: Dan S. Kennedy

Introduction

Some of the most successful speakers in the country currently sell more product "in bulk" to their corporate clients than they do to their audiences. This is a particularly valuable approach for speakers who are uncomfortable with platform-selling or who work with corporate clients who frown on the practice.

There are three keys to effectively making advance, quantity sales of product to clients as a substitute for platform selling.

Key #1: Client Acceptance Of Heed And Value

The Client has to understand and accept the need for and value of follow-up materials. It's your responsibility to "plant the seeds" of this understanding from the very beginning of your contact with the client.

Then, once the engagement(s) are sold, fees agreed to, and dates scheduled, you introduce discussion of the alternative of "educational materials being made available at the presentation or provided to the participants as gifts from the client."

The benefits to the client who provides materials include:

- 1.) No distraction from the presentation by platform selling and purchasing.
- 2.) Everybody gets the materials they need.
- 3.) Client gets "pr. value" - looks like a hero.

A copy of a presentation we use at Empire Cassette Corporation to illustrate the importance of spaced repetition tools to the corporate client. A similar presentation will prove valuable to the speakers discussing a bulk cassette purchase with clients.

Key #2: Discounting

The speakers doing advance, bulk selling most successfully are doing so by "obtaining the educational materials for the client from the publisher/recording company at wholesale." Typically, the speaker discounts the materials by 40% to 50%.

This "wholesale" purchase makes sense and is attractive to the client.

Key #3: Customizing Or Extras

As 3 "closer," you can "throw in" an extra benefit at no additional charge.

If the purchase involves over 100 cassette albums or hardbound books, you can re-package them with a customized cover featuring the client's name, logo, etc. for less than \$1.00 per unit.

If your package includes a book, you can pre-autograph them for the participants.

One of our clients who started using this pre-sell approach even "threw in" a copy of her book with the cassette album. In her first month, she earned twice as much from product sales as the best previous month in her career.

THE CUSTOMIZED CASSETTE SALE, ACCORDING TO NIDO QUBEIN

For those who don't know, Nido Qubein is one of the most successful speakers in America — quite an accomplishment, considering the fact that he came to America to attend school without first knowing a word of English. He is, not coincidentally, one of the savviest marketers and most polished in-person salespeople in the speaking business.

During my tenure at General Cassette Corporation, it was my pleasure to produce all of Nido's audio products and to consult with him on a number of projects. One of the most lucrative of these was his pre-production sale of customized editions of new audio products to a handful of different corporate clients. We were able to assure him "no mix-ups" i.e. perfect quality control in production, customized graphics and packaging, and other special services that made the deal possible, but the 'magic' was in his sales strategy, as he describes it on the following page, reprinted from his newsletter for speakers.

This strategy is applicable to any new information product being assembled by an author-speaker/consultant with a following of corporate clients. Specifically, it would work even better today with Video than it did in the past with Audio. (Nido, are you paying attention? - that was a \$500,000.00 suggestion for you.)

181 YOU CAN COMMAND BIG FEES FOR CUSTOMIZED CASSETTE ALBUMS, and cover the cost of generic versions — which you can later sell at a nice profit. Here's how I did it on two 8-cassette albums, a few months ago:

It was time for me to produce a couple of new albums; one on personal development, and another on effective selling.

Producing albums costs money, so I looked for a way to cover my costs to save me from investing cash I could better use elsewhere. I've always found that the best way to make money is to find a way for my clients to make or save money.

So I hit on a plan to accomplish my objective by giving my clients a benefit. I found a way to give them a complete system on personal development and effective selling that would be tailored to the specific needs of their sales force.

I approached five of my biggest clients and offered to do customized versions of the two generic albums for their use in training and motivating their sales teams. I explained to each of them that I would be producing a generic version, that I would be doing customized versions for four other clients, and that I could do it this way for \$9,000 per album, rather than the usual higher fee.

To tailor the albums to the clients' individual companies and ways of doing business, I suggested we do an individual opening or closing for each side of each cassette, and to insert a sheet in the back cover of each album with a personal message from the president of each company.

Since they all felt the need for such a selling and personal development ""* system, and they liked the idea of saving, they all bought the idea. They also agreed to pay their share of the recording costs, and to cover the production costs of the albums they received.

The scripts were prepared with a line or two each (and sometimes a whole paragraph) for every one of the five clients. When I recorded, I taped all of the customizations at the same time. Then the sound engineer went back and edited out all the segments that did not apply to each of the clients. That way, we ended up with a separate master for each of the cassettes, for each of the clients, and for the generic versions.

To avoid confusion with the cassette production company, I asked them to produce each album as a separate order. Thus, we were able to assure that there would be no mix-ups.

The clients were so happy with the albums when they were delivered, that they bought additional copies. When I saw how delighted the clients were, I suggested to them that we could make the program even more effective by developing self-teaching workbooks for each of the albums. Later, several of the companies asked me to do "train the trainer" sessions as well.

So, a simple idea proved to be a great avenue of services, and produced a tremendous fiscal reward. I've found that it's creativity that pays off in this business of speaking and consulting — not just hard work!

Aido

TELEMARKETING FOR THE SPEAKER'S OFFICE

Here's what you need:

1. A definite procedure and checklist for handling incoming calls.
2. Training, for yourself, and for your staff on generic phone skills, then on your preferred procedures.
3. Prepared outlines or scripts for the most common incoming calls and out-bound, follow-up calls.
4. "Fact Sheets" for each product you sell.
5. A telephone upsell. (Example: "Thank you for your order/call. I need to let you know that this week/month, we also have a special discounted offer of the XYZ book/tape/etc., which has a retail price of \$A but you can order right now for just \$B. Can I add that to your order/have your credit card number and send that out to you today?") You can pay your overhead on phone upsells!

In my office, we have to 'aggressively' screen all incoming calls asking for me — I am well-known enough in a number of fields, industries and associations that we average over 20 calls a day that are not 'legitimate business' — they're salespeople masquerading as friends, mooches wanting free consulting and advice, people with outrageously hare-brained ideas, and so on. If I took or returned all those calls, I'd never make any money. So we are 'tough' about screening calls. At the same time, we are a marketing business and cannot afford to turn our backs on opportunity. It is a difficult tightrope to walk and some days we do it better than others.

I tell you this for a couple of reasons. First, so you won't be unduly frustrated if you try to call-me. You are going to have to provide some solid, comprehensible information about who you are and what you want just to make it onto my Call Log.

Second, to make the point that no aspect of the handling of your incoming calls should be taken for granted. This is a very important part of your business deserving your careful thought, attention, and management.

We have a "VIP List", frequently up-dated of people whose calls I'll take if I'm in or that get messages taken without getting the third degree first. We have standard, scripted responses to many frequently asked questions. We have q/a flow charts for some sales situations. And I periodically listen in and even "shop" my office, to see how these things are being done.

In a relatively "pure" speaking business, you'll have these 'major' call situations to manage:

1. Inquiry regarding speaking services
2. Inquiry re. speaking, with interest in a specific date or event
3. Call-back, after reviewing information you've sent
4. Call for information about products
5. Call to order products
6. Call to return product for refund

ASSOCIATIONS FOR SPEAKERS & A FEW WORDS ABOUT ASSOCIATION MEMBERSHIP

Certainly the biggest 'trade association' for professional speakers is the National Speakers Association, originally created by a truly wonderful, generous man, Cavett Robert, to whom every speaker owes a debt. Today, NSA principally does the following: (a) publishes an annual directory of its members (now 3,000+); (b) puts on one annual convention and two major workshops each year; (c) publishes a for-members newsletter; (d) has chartered local Chapters in many areas, that offer their own meetings and services? (e) promotes the value of hiring professional speakers to meeting planners and the business community; and (f) lobbies in Washington DC on our behalf.

Now I'm going to tell you two things I believe, two things in apparent conflict, then I'll explain each one. First, I think every novice or pro speaker who has not had "the NSA experience" should join, attend the meetings, and learn what can be learned from NSA membership for two or three years. Second, I think NSA is, in many ways, a terrible association and that membership in it can be hazardous to your career, finances and mental health.

Let's take the positive side first. Foremost are the business contacts you'll make, alliances that you'll form, and lifetime friends you'll make. There are many absolutely wonderful, sincere, honest, caring, knowledgeable and fascinating people who belong to NSA. Too many to name. There are hundreds that I consider it a privilege to know, to have heard speak, to have shared ideas and swapped stories with; some lesser number 1 count friends; and a few who I count as my closest, most valued friends. NSA is "the ultimate network" for people interested in speaking, in success philosophy, in entrepreneurship, in new and progressive ideas.

Next in priority is what you'll learn. Through NSA, you gain massive exposure to many aspects of this business and many different ways of doing this business in a hurry. Very smart and successful speakers openly and freely share their knowledge, experience and business methods at NSA functions. A workshop session or a ten minute cocktail party conversation might be worth thousands of dollars to you; I can think of one of each that has been worth much more to me.

The other benefits are, by comparison, minimal. There are some and you'll experience them as an NSA member.

Now, the flip side. I belong to a number of professional associations and, over the years, have been involved with many and never, anywhere, have I seen an association that is as "political" as NSA. The internal process in NSA has demonstrated a remarkable propensity for giving its elected offices to people of nominal integrity, unchecked ego, and very easily corrupted by the power of being the big fishes in this tiny pond. I could and someday may fill a book with the incidents and events that lead me to make these statements. But not now; here, my purpose is not to indict NSA but only to issue you fair warning. My own disputes to NSA reached such a fever pitch not long ago that the powers-that-then- were literally threw me out of the association and I had to sue the association and win, which I did, in order to get a court order reinstating me as a member (and ordering NSA to pay all my legal fees and costs.)

The bottom-line of all this is advice about belonging to NSA that would generally be bad advice but, in this instance, is the best advice I can give you:

Join and take all that you can get — in education, information and contacts. But do not get involved, do not give anything. Don't serve on a committee, don't run for office. don't speak at a function, don't ask any 'leaders' any 'tough' questions. Just be a fly on the wall and get what you can.

Also, do not assume just because someone is an officer or Board Member of NSA, or on the program at an NSA event, or carries an NSA award designation that he or she knows what they're talking about or is to be trusted. Over the years, the mucky-mucks of NSA have included some of the most disreputable, unsuccessful and ignorant people I've ever met. I will give you just three quick, illustrative examples. One very prominent, influential NSA Member and recipient of one of its highest awards once threatened an NSA President with this statement: "If you don't help me 'get' Kennedy, I won't be your friend anymore." An NSA member held in high esteem and glorified at a convention cornered a novice woman speaker who had announced her intention of working for Career Trak, spent fifteen minutes criticizing her for doing so, told her that anyone who would work for that company was no better than a whore, and ended the conversation predicting that she would fail in the business no matter what she did — it was obvious, he told her, that she was good for only one thing and it wasn't speaking. (She now makes at least four times as much as he does in this business. She is a terrific speaker, too. He is mediocre at best.) Another former NSA President "loaned" his name and endorsement to a pyramid scheme and succeed its telephone solicitors on hundreds of NSA members, influencing many to invest and lose thousands of dollars each.

I could cite fifty more. The point is: listen, read, absorb, consider but do not accept anything on blind faith, just because they say it's so. Use your own intellect as best you can to sort out the good stuff from the bullshit.

After your first three years as an NSA member, you'll have gained 99% of what you might gain even if you remained a member for life. After that, you'll find the value received diminishing value. The majority of all NSA functions and information is "geared down" to the needs of the novices and even the 'non-speakers' who they churn, in order to keep the association coffers filled to the brim, and thus repetitive, redundant and eventually useless to those with much experience in the business. Most of the pros I know agree with this assessment, although few will say so publicly for fear of reprisal. (NSA has an interesting although unconstitutional 'code of ethics' which you agree to by becoming a member or renewing your membership, which makes it unethical to speak out in any way to the general membership about anything you are dissatisfied about concerning NSA: gives them the right to suspend or terminate your membership via a kangaroo court proceeding where you cannot be represented by counsel, bring in a legal typist to make a transcript, etc.: and has you signing away your rights to any corrective action you might want to take. It doesn't hold water, as I proved, but it serves its intimidatory purpose with most members.) Anyway, after a few years, you may or may not want to remain a member and if you attend functions, it'll only be as a convenient means of meeting a number of your friends and contacts.

There is another association for speakers: the International Platform Association, which holds a big annual convention in Washington DC. IPA is probably the more prestigious of the two associations; certainly its membership roster and convention program is filled with "big names" from the political, military and literary world, including investigative journalist Jack

Anderson, former U.S. Presidents and Congressmen, humorist Art Buchwald, etc.

I urge you to join the National Writers Club.

For 'big players' in the information products business, I also suggest joining and supporting the Direct Marketing Association. DMA really .does lobby, and does an outstanding job, and we need to support its efforts — there are many politicians always trying to appear to the voters as Ralph Naders by somehow slam-dunking us nasty, greedy direct marketers.

The other benefits of DMA membership are excellent, too. Just getting to a major DMA convention and going through the exhibit hall is worth your annual dues - which are quite high.

DMA-is for individuals who are serious about the direct marketing business.

There may .also be a D MA Club or other direct marketing club in your own area, offering monthly meetings with good, expert speakers. I've spoken at many of these Clubs; Los Angeles, Indianapolis, Cincinnati, Dayton, and Mid-America (Omaha) come to mind. At these meetings, you'll hear from truly knowledgeable people and you'll make useful contacts.

LIMITED USE OF SEMINAR MARKETING FOR ADDITIONAL EARNINGS

1. Seminar-after-the-seminar sale
2. Special promotion with client support
3. Annual advanced seminar

EXAMPLE OF #1

You're speaking to a direct sales group on Thursday night. You have no bookings until the following Tuesday. In addition to product sales you offer a special one-day seminar at X-\$ per person on Saturday.

EXAMPLE OF #2

You conducted a management seminar for a company. In the seminar you touched on some personal growth topics that many of the people seemed very interested in, but you couldn't spend much time on it. The corporate-client isn't willing to pay you another fee to conduct a personal development seminar, but the client has no objections to *you* direct-mail promoting such a seminar to its executives on a per-person enrollment basis.

EXAMPLE OF #3

By the end of the year, you've got a list of thousands of people who've heard you speak and/or bought products from you. You have one or two other speaker-friends with similar lists. Pick a resort location, and joint venture a seminar with both/all three of you speaking.

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"Peter Lowe gets back to the basics of understanding people, rapport and listening."
SSG Don Smallwood
USMC

"If I can apply 1/10 of what I learned today, I will double my income."
Jay Kenney
Brenton Business Forms

"Since the first time I saw Zig, I went from production to sales...things are going great!"
Michael Tomooes
National Medical Corporation

"Being here to see the speakers live is an uplifting experience."
Anthony Davis
WATS Marketing

Thursday, March 10, 1994
At The America West Arena
Phoenix, AZ
8:00 a.m. - 5:00 p.m.

"No matter how successful you are, there's always something new to be learned."

Stephen M. Schanwald
Chicago Bulls

"Because of the diversity of speakers, it feels like they are speaking to every single person there."

Marilyn Gibbons
Mary Kay Cosmetics - 334 -

"Even though I'm a senior citizen, I want to stay on top."

Jim McCollough
Retired

ALL
SPEAKERS
LIVE &
IN PERSON!



ZIG ZIGLAR is one of the most sought after speakers and trainers in the world because of his enthusiasm, charisma and ability to communicate with people of all ages. That ability to relate to others through the spoken word is transmitted so completely in the printed word that his book *See You At The Top* is serving as the text book in numerous companies, high schools, churches, sales organizations, and even correctional institutions. Zig has won international acclaim as a speaker, author and sales authority and his works have been translated into seven-languages. He is recognized three times in the Congressional Record of the United States for his contribution to the drug war and the free enterprise system. He has also developed an inspiring and motivational program in personal growth, the "I CAN" program, which is being taught in over 5,000 high schools and colleges.

HOW TO BE UP, UP, UP IN A DOWN, DOWN WORLD

SEMINAR CONTENT

8:00 a.m. – 10:30 a.m.

A Motivational Program designed to build a stronger, more productive you. We hear and often forget, we see and remember, but when we see, hear, and do - WE UNDERSTAND - and accomplish.

-EXPECT THESE THINGS TO HAPPEN-

When you "take the course" and "the course takes you", you will learn, among other things:

It's your attitude not your aptitude that determines your altitude!

- | | |
|---|---|
| <ul style="list-style-type: none"> * See You At The Top <ul style="list-style-type: none"> • What "success" is and how to achieve it. * Qualities Of The Truly Successful <ul style="list-style-type: none"> • Identify the main attributes that make up real winners. * Positive Thinking <ul style="list-style-type: none"> • Identify what it is and what it is not • Understand what it will and will not let you do. * Positive Believing <ul style="list-style-type: none"> • A new concept that goes beyond positive thinking. • Learn how its application can change your life. * What Is Motivation? <ul style="list-style-type: none"> • Its lasting quality. • Can you look or stand motivated? * Look At Life Through Custom Fitted Glasses <ul style="list-style-type: none"> • How to magnify the opportunities before us. • See the good in others as well as ourselves. | <ul style="list-style-type: none"> * How To Be Tough On Yourself <ul style="list-style-type: none"> • Life will be easier on and for you. • You are what and where you are because of what you think about. * Identifying What Everybody Wants In Life <ul style="list-style-type: none"> • Understanding the difference between being up and being on. • How to stay ON when you need to be. *Formula For Staying Up 90% Of The Time <ul style="list-style-type: none"> • The specific-steps to take. *Take A-Look At Yourself <ul style="list-style-type: none"> • Procedures for building a healthy self image. *The Time Is Now <ul style="list-style-type: none"> • How to overcome loser's limp. • Identify the things you want in life and chart a course of action to get them. |
|---|---|

So DONT sit back and relax. DO fasten your seat belts and get ready for an exciting ride to the TOP!



LARRY KING...LIVE

LARRY KING is considered America's master communicator. He hosts the "Larry King...Live Show" nightly on radio over the Mutual Broadcasting System and "Larry King...Live", Cable News Network's number one television program. According to the *Guinness Book of World Records* Larry King has interviewed more than 30,000 people and has logged more national radio hours than anybody else in the world. His broadcasting career began in 1957 with a pinch-hit announcing stint on a 250 watt Miami radio station and he hasn't stopped talking since. King has received numerous awards including the Ace Award, the National Association of Broadcasters Radio Award, and the Jack Anderson Investigative Reporting Award. Larry King has been America's most respected talk show host for 30 years.



POWER THOUGHTS

ROBERT SCHULLER is a best selling author of more than 28 books. Dr. Robert Schuller is America's foremost inspirational speaker. His television show "Hour of Power" reaches millions, and he has won praise from actors, athletes, corporate presidents and people from all walks of life.



PETER LOWE, at the age of 35, is an entrepreneurial genius. He has taken a company from zero to over \$10 million in annual sales. His ""SUCCESS" seminars are not only the most popular in the field but also the largest seminars of any kind in the world! Having travelled to over eighty countries, Peter Lowe personally trains over 200,000 people in a year, helping them to achieve phenomenal success in their business and personal lives. He is listed in "Who's Who Worldwide," the "Who's Who Registry of Global Business Leaders" and Marquis "Who's Who." From U.S. Presidents, to Fortune 500 CEO's, to Superbowl winning coaches, to Pulitzer Prize winning authors, Peter has interviewed and studied the success strategies of the top achievers in the world. The strategies that have supercharged others will work for you. Come and see your life change for the better!

SUCCESS SKILLS FOR PEAK PERFORMANCE

SEMINAR CONTENT

2:00 p.m. - 3:00p.m.

A "How To" seminar designed to install the specific communication skills and the winning belief system you need for sales success. Yes, you can learn the **SUCCESS SKILLS**. You don't have to learn by trial and error. Attend this successful seminar and learn success skills that will maximize your performance

***The Foundation of Success**

- You can only build as high as the foundation is deep.

***How To Live Life In Reverse**

- Seeing the future differently will change your life now!

***What You Do In Private Will Be Rewarded In Public**

- Learn how to prepare for success.

***How To Follow Through On Your Goals**

- How to maintain your success.

***The Physiology Of Success**

- The power of breath and focus.

***How To Direct Your Life And Emotions**

- Discover the hidden power of your words.

***How To Have Winning Faith**

- Learn how pretending is the same as believing.

***Ask And It Will Be Given To You**

- The quality of your life is a result of the questions you ask

***How To See Past Your Problems**

- Learn to completely eliminate problems from your thinking.

***The Science Of Getting Positive Results**

- Learn to make the law of cause & effect work for you.

***How To Eliminate Worry And Fear From Your Life**

- Learn to replace worry and fear with their opposite.

***SPECIAL BONUS: SUCCESS PLUS *94**

- One of the most popular parts of SUCCESS 1994 from 3:15 p.m. - 3:30 p.m. Peter Lowe offers a special bonus session on the biblical secrets of success

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DAN KENNEDY Entrepreneur Magazine says: "Dan Kennedy has got AT LEAST 101 MONEYMAKING IDEAS... Innovative, successful marketing strategies that can double or triple your business!" Dan Kennedy's marketing genius has made him an acclaimed entrepreneur and direct marketing expert. He is the author of numerous books, a highly popular public speaker, and television personality. His vast experience and powerful teaching style makes him a speaker in demand around the world. Dan Kennedy delivers practical, ready-to-use, moneymaking strategies that can make a difference in your bank account: within 5 days of hearing his presentations! Dan Kennedy is an original thinker. His marketing strategies are as timely as they are unique. Don't miss this opportunity to hear a rapid-fire, provocative, practical-value presentation by this dynamic authority.

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- ★ No-Fail Strategies For Creating Wealth
- ★ How To Attract A Huge Surge Of New Customers...Quick
- ★ Keys To Explore Financial Success
- ★ How To Spot Hidden Opportunities In Your Business

- ★ The Big New Trend Of The Mid 90's
- ★ How To Recession-Proof Your Business
- ★ New Ways To Benefit From The Latest Technologies
- ★ 3 Steps That Can Revolutionize A Business Or Career
- ★ How To Prosper While Most People Just Get B...

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Phoenix, AZ 85004

SCHEDULE
8:00 a.m. - 5:00 p.m.

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Larry King...Live
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Pres. **GEO. BUSH**

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I need _____ tickets.

My check for \$ _____ is enclosed.

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Section Eight

**THE SEMINAR BUSINESS
DEVELOPMENT COURSE:
HOW TO MAKE MONEY
SELLING INFORMATION AS A
SEMINAR MARKETER**

THE SEMINAR BUSINESS DEVELOPMENT COURSE: HOW TO MAKE MONEY SELLING INFORMATION AS A SEMINAR MARKETER

Five Different Types Of Seminars

Although there could be hundreds of different subdivisions in this group, most seminars can be classified as one of these five main types

1. Public Enrollment

The Seminar is marketed to the general public on an individual enrollment basis. Most of the time, such a seminar is aimed at a local market; enrollees are not expected to travel very far to attend. Some common examples of this type of seminar might include a one-day time management seminar with a \$95 enrollment price...the multi-speaker success rally, such as those promoted by NSA Members Mike Frank and John Hammond.

2. Corporate-Multiple Enrollment

Attendees at these seminars usually have their fees paid and are sent by their employers. Companies prominent in this aspect of the business include: American Management Association, Dun & Bradstreet, CareerTrak, Dible Seminars, and Fred Pryor.

Note: a company like DALE CARNEGIE competes in both these aspects of the business, selling enrollments to their courses to individuals, who pay their own way, and to corporations that send employees.

3. Individual Enrollment— Premium Price

Attendees usually pay their own way, attend individually, and travel to the seminar, which is often held at a resort location. Topic is usually very specialized; per person enrollment fee relatively high (\$500 to \$5,000). A currently successful example of this is the Geneva Corporation's two-day seminar sold to owners and CEO's of corporations, on preparing to sell a business. (Enrollment fee: \$695.)

4. Convention or Conference

Again, attendees usually pay their own way, attend individually, and travel to the seminar.

The program is usually three to five days in length, and is organized like a convention, with many different speakers, sessions, events, and even exhibits. One example of this is The Parker School Of Success" held twice each year, and attended by hundreds of Chiropractors each time. A typical Parker program will have a couple dozen speakers, banquets, break-out workshop sessions, and an exhibit hall.

5. Free Seminar — For marketing purposes.

The free introductory seminar has long been used as a prime means of selling individual enrollments to seminars. However, recently,

the "free seminar" without the ulterior motive of selling a seminar has evolved differently. For example, we have perfected an approach to this business that utilizes a legitimate, educational (not "introductory" or "teaser") seminar with no enrollment fee as a means of selling a high-priced package of books, cassettes and other materials.

This has become a very lucrative, sophisticated business in and of itself, which we'll reveal to you in detail later in this Course.

Twelve Ways To Market Seminar

1. Newspaper/magazine advertising
2. Broadcast media advertising
3. Direct-mail
4. Telemarketing
5. Sales force
6. Free speeches
7. Free introductory seminars
8. In-house publication
9. Via associations
10. Via publicity
11. Sell-it-by-zealot
12. Membership Programs

PRINT ADVERTISING is quite commonly used for public enrollment seminars of all types and prices. However, an interesting trend that has evolved over the past ten years or so, in many markets, has been a series of rather large ad rate increases in newspapers not matched by the marketplace's permission to proportionately raise seminar prices.

Personally. I had one very successful public enrollment seminar business destroyed in 1979. It was, through my own error, 100% dependent on newspaper advertising—and, during that one year, the costs for the advertising more than quadrupled.

As a result, belatedly. I developed an innovative, different way to use newspaper advertising — at a much lower, controlled cost level — to market seminars. Later in this Course, I'll show you how to get the same or even better results from a very small newspaper ad as most promoters get from big 1/4th-page, expensive newspaper ads.

BROADCAST MEDIA ADVERTISING - specifically cable-TV - is today's most popular means of promoting public enrollment seminars. Many seminar promoters have slick, professionally produced half-hour and hour "shows" that promote attendance at their free intro seminars or sell seminar enrollments directly.

However, most recently, these promoters are switching from use of cable-TV to promote seminars to directly selling high-priced home study course packages. They've discovered that the TV-to-product route is as profitable without the seminar as an in-between step as it is with the seminar in-between.

DIRECT-MAIL is my favored method of seminar marketing. As you'll discover as we progress, my preferred approach to making money in the seminar business involves matching of very specialized topic-programs with

readily identifiable, readily reachable, specialized audiences.

This makes it most economical and practical to use direct-mail to reach the prospects. I like direct-mail because it's like a rifle; the newspaper or broadcast media is more like a shotgun. Used properly, it gives you the best bang for your buck. Its results are measurable. Improvements can be experimented with in a scientific, measurable manner.

Also, a lot more information can be conveyed in a direct-mail piece you could afford to include in a media advertisement. Over the years, we've developed a number of direct-mail devices and techniques that work extraordinarily well in the marketing of seminars. We'll show you those later in the Course.

TELEMARKETING in one way or another will play a role in just about every seminar marketing activity. In its purest sense, it would mean that a salesperson was making outgoing telephone calls to obtain, qualify, and enroll people in seminars. However, in the seminar business, even the handling of an incoming call is "marketing," and should be treated accordingly.

SALESFORCE — some seminar marketers use personal sales calls as a means of obtaining enrollments. Promoters of multi-speaker rallies often use field salespeople to sell tickets. Personal sales calls on corporate executives can also be an effective way to sell multiple enrollments.

FREE SPEECHES — a time-honored, always effective "hard grind" means of promoting public enrollment seminars is the giving of free talks, complete with brief commercials, at civic groups, business groups, and businesses. Many speakers have gotten much of their early experience giving such free talks to sell enrollments. For a brief period of time, when it seemed like everybody was promoting sales seminars in the real estate industry, every in-office sales meeting had a "guest speaker" at it, promoting a seminar. Although it seems to be used less today, this method still works very effectively.

FREE INTRODUCTORY SEMINARS — again, a time-honored, generally effective means of selling enrollments. For a long time, this was the primary marketing method used by all the invest-in-real-estate promoters, including Al Lowry and Robert Allen.

Today, the large national seminar promoters are cutting back on their use of this method in response to the rising expenses associated with sending an "intro speaker" on the road, and the promotion costs of filling the seats at the free seminars. This can still work effectively, though, if costs can be controlled.

IN-HOUSE PUBLICATION — Some shars. If somebody, say for instance, had ases, seminar businesses, and mail-order businesses are able to market seminars through their own publications. Zig Ziglar, for example, publishes a magazine-catalog periodically for his own extensive mailing list He is able

to advertise seminars in his own publication.

When you're putting out such a publication anyway, the cost of taking up a page to promote an upcoming seminar is negligible. Obviously, trade and professional associations and clubs have similar opportunity to use their regular newsletter to promote seminars...incurring little or no additional expense in doing so.

VIA ASSOCIATIONS - This is a hybrid of fee-paid speaking and seminar marketing that can allow you to make money with little or no risk. Essentially, the idea is to get an association to sponsor your seminar on a special date, not as part of a regular convention program, as an extra fund-raiser for the association. You provide the association with material to market the seminar, they print and distribute the material at their expense; and through some equitable formula, you and the association share the profits.

PUBLICITY can be an important supplementary tool in seminar marketing. Articles in local media or national magazines, as well as talk show appearances can generate many prospective enrollees for a given seminar or seminar series.

SELL-IT-BY-ZEALOT is a term privately used by many pros in the personal growth seminar business. Seminar programs that are deeply philosophical and emotional in nature tend to foster evangelical feelings; graduates want to convert everyone they know to the style of thinking experienced in the seminar. This is shrewdly capitalized on, by de-

sign and intent, by organizations like EST, Silva Mind Control, Lifespring, and other such seminar companies to turn graduates into non-compensated salespeople.

MEMBERSHIP PROGRAMS that include a series of seminars are often easier to market than individual seminars. I recently designed a "Membership" for one of my clients (an investment club) to sell at \$399 per year. The "membership benefits" are 90% made up of seminars and classes, plus a few frills.

Obviously, more than one marketing method can be used for a particular -seminar business. In fact, in most cases, it will be necessary to utilize more than one method in order to be successful

Part of your success in the seminar business will depend on your own ability to creatively analyze these different marketing methods, and selecting and modifying appropriate ones for your business.

Most Common Errors

1. Under-Pricing. Don't be a "discounteer." Be at the top end of the price spectrum. Use the extra revenue to upgrade quality. Remember that the enrollment fee is just the tip of the "cost iceberg" incurred by your attendee. Your audience wants quality and is willing to pay for it.

2. Broad Program. Don't try to be all things to all people. This will reduce the size of your mailing but result in a higher rate of return for the lists you do use.

3. "Me-Too" Brochures. If your

mail looks like everyone else's, you'll get the same treatment. Stay away from anything that looks like junk mail."

4. Too Few Brochures. Work with realistic expectations: 1/4th to 1/2 of 1% response rate with moderately specialized programs to 1-1/2 to 3% with highly specialized programs for break-even.

5. Late Mailings. Mr. Anver Suleiman (Marketing Federation) writes: "Most of us get our mailings out too late. The result is lower attendance. There is no magic formula for finding the optimum mailing date. But whatever that date is, you know that every day you go beyond that date is costing you registrations. The length of your program, kind of audience, location of your program and audience, will all help determine the optimum date. But I don't know anyone who's mailing too early."

Repetition To Direct-Mail

It is difficult to fill a seminar with a single mailing. Ideally, you will budget for a series of 2 to 4 mailings to the prospect list selection is vital: you must "know" your list and have your topic well-matched to the list. The better this is done, the fewer names need to be mailed and the more money can be allocated per name.

How Many Mailings Are Needed?

Obviously, there is no single answer to that question. But there are some questions to help determine the number of mailings.

1. How important is the event? And how important do we want it

to be perceived? Simply stated, a piece of mail received every week will upgrade the significance of any seminar.

2. Who is receiving the mail? A physician needs more reminders than a supervisor. What is the reading profile? What does the appointment calendar of the individual look like?

3. How many prospects do you have? As the number heads toward infinity, you probably are better off mailing once (in most cases). As the number approaches unity (or one), you are better off increasing the number of mailings.

4. Is the program so complex or lengthy that it can't be communicated effectively in one mailing?

5. What is the cost of attendance (tuition, travel, etc.)? The higher the cost (and perhaps, related profitability), the more mailings you can afford.

* Source: The Conference On Seminars/ The Marketing Federation.

Why I've Made Money In The Seminar Business Every Year Since 1978

1. Careful analysis
2. Conservative expectations
3. Assertive cost control
4. Carefully selected target markets
5. Programs matched to the driving desires of the market
6. More than one means of obtaining enrollees.
7. Attention to telemarketing, including handling of inbound calls.

8. Profit planned and obtained from at-seminar and after-seminar sales.
9. Superior platform selling skills.

Although there are many other factors governing success or failure in the seminar business, which we'll explore throughout the Course. I am convinced that the above nine items are the most important factors. I am convinced that these nine items have been predominantly responsible for my success in the seminar business.

The Role Of Product In The Seminar Business

Although we are not going to deal with the product aspect of the seminar business in detail until Module 3, there are some comments that need to be made before continuing.

First, I must caution you that it is very, very difficult to consistently make money in the seminar business without a large revenue from product sales, at and after the seminar. If you attempt to use the ideas presented in this Course for seminar marketing without tying it to a product business, you will probably fail financially.

Now, here are some FACTS about product marketing in the seminar environment:

1. As a rule of thumb, the more a person pays to attend a seminar, the more he'll willingly spend at the seminar.
2. Seminar audiences do NOT resent the use of seminar time to make product offers.

3. The longer the seminar, the more/ higher priced products attendees will purchase.
4. Non-buyers at seminars can and should be followed; they will often purchase, if asked, at the fact.
5. All seminar attendee names are valuable for future seminar and product offers.
6. 2/3rds to 3/4ths of your net profit in the seminar business will come from product income, not enrollment income.

These, and other FACTS, about the product aspects of the seminar business are probably contradictory to your pre-conceived notions, to what you may have heard from others, even from logic. However, I assure you that each and every one of these statements is absolutely true.

Selecting And Proper Titling Of Topics

Reprinted from reference materials from The Conference On Seminars/The Marketing Federation.

A Dozen Ways To Title by Anver S. Suleiman

Let's take a simple meeting on the ordinary subject of "writing" and see how we can affect the readers' perception by how we title this meeting.

1. Letter Writing or "Business Writing" or "Technical Writing" — These are attempts at being more specific or providing further description.
2. Writing for Profit — This is designed to provide benefit "Writing to Persuade" could be a benefit or a further description.

3. Writing for Engineers — Here we are trying to attract a specific audience and provide a feeling of "affiliation." "Writing for CEO's" or "Writing for Hospital Administrators" would be two additional examples.

4. The Harvard Writing Workshop — This title provides credibility by incorporating the prestigious sponsor in the program title. You could use the name of the meeting presenter to provide credibility when the presenter is more credible than the sponsor, e.g. "Gore Vidal's Writing Seminar: (presented by Hicksville Community Center).

5. Sea Pines Writing Workshop - This creates a location -related image. Scottsdale, Camelback or Aspen would be other examples.

6. Do You Make These Common Writing Mistakes? — As a tag line, or lead-in, the question can be used to involve the audience by highlighting a weakness, pointing to a need, providing benefit, etc.

7. The Weekend Writing Workshop —

Here the emphasis is on whether the program is offered...in this case probably for convenience.

8. The One-Day Writing Improvement Program — Length of program is the focus. Credibility might be strained here. How would you overcome this?

9. Advanced Writing Workshop — "Advanced" provides an indication of the level of the program. Contrast this with "The Basics of Writing."

10. Writing Can Be Fun — Here we are overcoming an objection. Most people that are candidates for this program regard writing as a 'chore.' "Writing Can Be Easy"

is another way of saying it.

11. The Rutherford Writing Technique

No one has ever heard of Rutherford (in this case) and the use of the word "technique" is used to provide an element of suspense. What we want the reader to do is say, "I wonder who Rutherford is...and what's his/her technique? I'd better open this brochure."

12. The Fifth Annual Writers Conference

—"Annual" implies continuity or permanence and "Fifth" reinforces this and adds credibility.

13. The National Writers Congress -

Here we not only learn about the demographics of the audience (in the word "National") but we are provided with a sense of "worth or importance" by the choice of the word "Congress."

Save This List For The Next Time You Have To Title A Meeting

Here's a list of the uses of titles and tag lines that we've illustrated.

1. Further describe.
2. Provide a benefit.
3. Focus on an audience.
4. Credibility
5. Create a location image.
6. Demonstrate continuity.
7. Question and involve.
8. Emphasize when (convenience).
9. Focus on length.
10. Show program level.
11. Overcome the objection.
12. Describe audience demographics / psychographics.
13. Show worth or importance.
14. Create suspense.

Ten 'Certified' Attendance Building Suggestions by Anver S. Suleiman

Ever wonder whether certificates of attendance serve any real purpose? Are they cost effective? When should you use them? How?

Here are some questions to ask yourself as you plan your certificate strategy...How badly do participants want certificates? What is their education level? What does your sponsorship represent to the audience? Are you prestigious? Are participants sent to programs...or do they opt individually to attend? Do participants have offices with peers visiting them? Do your programs need more credibility? What should I put on the certificate?

Here are ten observations and suggestions that will help you get more attendance by offering certificates.

1. Some audiences want certificates more than others. Think about your specific audiences. Do they want them? IF~ 20% or more do, it's probably a wise thing to offer them.
2. Promote the certificate appropriately in your brochures'. Don't overdo it. But don't hide it either. Who you are to your audience affects the way the certificate is perceived.
3. Make the certificate look like a certificate. Don't be crass. Look official. Use special papers. Use appropriate typefaces.
4. Will the certificate be seen by others, e.g. physicians...no;

engineers...yes. If yes, consider framing the certificate. It's a free billboard!

5. Mail the certificate (where appropriate) to the participant's immediate supervisor with an accompanying letter. It involves the supervisor, who usually is responsible for sending others, and reinforces the experience for all.

6. Be creative. One sponsor I know uses a walnut plaque with six spaces for programs attended. When a participant attends a program for the first time, he or she receives a handsome plaque with five empty spaces just screaming to be filled.

7. Some programs will actually gain credibility by issuance of a certificate. In particular the certificate can also be used with a program series, with the certificate being issued after a specific number of programs in the series have been offered.

8. Consider selling deluxe versions of your certificates. These can be laminated, engraved or otherwise upgraded.

9. Make sure your certificates are consistent with your overall identity program...color, logo, style, etc.

10. Have at least one high-level signature on the certificate. Also consider other signatures depending on their value to the audience.

Summing up...certificates have two values. First, they attract people to your programs when properly described in your brochures. Second, they serve as "mini-billboards" after they are issued. Create your own certificate strategy...and watch your

attendance climb!

How To Increase Perceived Value

1. Build an Agenda of features and benefits (see next page or example).
2. Demonstrate ROI.
3. Demonstrate ROI, more ways than one.
4. Include workshop, experiential time.
5. Give feedback. -
6. Reference materials
7. Cost comparison
8. Evidence value
9. "Train The Trainer"
10. Re-useable tools
11. "Freebies"
12. Prestige factor
13. Vacation factor
14. Savings

Promoting Early Registrations

1. Cut-off Date — e.g. "you must register by June 12" or "no registration accepted after June 12."
2. Early Registration Discount — e.g. "registrations before June 12 • \$240. after June 12 - if available - \$295."
3. Early Registration Gift — e.g. "registrations received before June 12 will receive a complimentary copy of Mr. Kennedy's Cassette Program."
4. Limited Attendance — e.g. "alien? dance will be limited to the first 20 people registering."
5. Phone Registration — e.g. "register by phone today." Urge use of credit cards; collect calls or WATTS line. Offer a free gift (item 3) for phone registration.
6. Hotel Cut-off — e.g. "please register early and place your hotel

reservation as soon as possible. The hotel is holding limited number of rooms at preferred rates." Promote the hotel and discounts or special benefits arranged for your group.

Handling Incoming Telephone Calls From Prospective Attendees

More enrollments are lost on incoming calls than anywhere else. It is essential that you have a competent, responsible person assigned and prepared to take calls.

We urge our clients to write out probable questions and objections, and the answers, in preparing for the telephone calls.

The following presents some (not all) common questions and objections:

1. Do you give discounts for more than one person from an organization attending a program?
2. I'd like some more information on your seminar.
3. I'd like to know if you are going to spend a lot of time on?
4. I'm calling to cancel my registration.
5. I'm calling to get information for my boss on your seminar.
6. I have a brochure on your seminar and would like some more information.
7. How does your program compare to the one offered by your competitor?
8. I'd like some travel information for your seminar in Chicago.

9. I'm interested in attending your seminar but have to get approval from my supervisor.
10. I want to attend your program but we don't have the money.
11. I would like to know more about your instructor.
12. Can I attend one day of the two day seminar?
13. I'd like to know what kind of people attend your program.
14. I'd like to speak to someone who has attended your program.
15. Are you ever going to hold your seminar in my town?
16. I'd like to know more about your organization.
17. I'm calling to cancel for my boss.
18. I'd like to speak to the instructor.
19. I read your brochure and I'm not sure if your program is for me.
20. I have to leave early on the first day — will I miss anything important?
21. You mention an evening assignment in the brochure — what will I have to do?
22. We're interested in having your program in-house.
23. I can't come to the program but I'd like to obtain copies of the workbook and handout material.
24. Could you arrange for my hotel accommodations?

We often begin structuring answers to these questions with a softening statement-plus-another question. And, each answer is always structured to lead to an alternative (choice) close.

The next page is a Feature/Benefit Worksheet One of these pages should be prepared for each of the features of your seminar, for use in handling telephone calls.

Suggestions

FEATURE / BENEFIT WORKSHEET

Features (Facts)

1.

Benefits (Results)

1.

2.

3.

4.

5.

Marketing Public Enrollment Seminars

- 1) Newspaper Ad + At-The-Door Registration.
- 2) Newspaper Ad + Pre-Registration, by mail and/or telephone.
- 3) Newspaper Ad + Free Introductory Meeting
- 4) Direct-Mail + At-The-Door Registration.
- 5) Direct-Mail + Pre-Registration by mail and/or telephone.
- 6) Direct-Mail + Free Introductory Meeting.
- 7) Free Talks + Pre-Registration.
- 8) Free Talks + Free Introductory Meeting.
- 9) "Ticket Salespeople" + Free Talks
- 10) Combination of two or more of the above.

Basic Marketing Decisions

- 1) Direct Enrollment vs. Free Introductory Meetings.

Most often, this decision is controlled by the nature and price of your program. If your enrollment is in the low price range: \$35 to \$50, and probably if it's in a medium price range: \$50 to \$95, you will not have enough of a budget to support both advertising AND free introductory meetings.

On the other hand, if you're asking the individual to pay \$100 or more, and certainly if the enrollment is \$250 or more you should have the budget for and will probably find it necessary to use free introductory meetings.

Examples of programs marketed

with or that could be marketed with free introductory meetings:

- Dale Carnegie
- Evelyn Wood Speed Reading
- Silva Mind Control
- Hypnosis programs for weight loss, stop smoking, etc.
- Real Estate Investment seminars

Example of programs more suitable to direct enrollment marketing:

- Tom Hopkins' 1-Day Sales Seminar
- PMA Rally

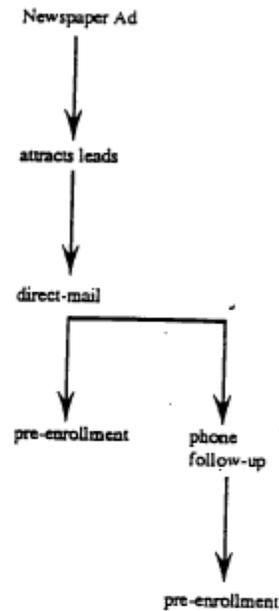
- 2) Newspaper ONLY vs. Newspaper Plus Other Methods vs. Other Methods Only.

The cost of newspaper display advertising is a serious challenge to the public enrollment seminar business. In many cases, it's a "necessary evil," such as:

- a) when a big turn-out is necessary
- b) when lead time is short
- c) when the budget allows for only one type of marketing
- d) when there is no other practical method of contacting prospects, such as when the topic is of broad, unspecialized nature.

As a rule, though, we believe it's best if a seminar leads itself to other marketing methods in addition to newspaper.

One combination that we've found particularly effective is:



This sequence offers the following advantages:

- 1) Lowers newspaper ad costs. You now need to tell only enough in the ad to pull inquiries, so you can run much smaller ads more often and spend less.

NOTE: When running an ad to generate leads, it's best to omit the price of the program. Including the price forces a registration decision without adequate selling information. Leave out the price, get the inquiry, then sell properly.

- 2) Provides initial phone (preferably) or mail contact with the prospect. Begins a rapport-developing process. Gives you information for follow-up.

- 3) Lets you tell your whole story in print and/or via audio-cassette to the prospect privately, and with no limita-

tions on the length of format of your message.

4) Gives you opportunity for phone selling follow-up if necessary.

Using Free Introductory Meetings

This is probably the most common means of selling public enrollment seminars. Its obvious and most important advantage is that it lets you demonstrate the value of your program and yourself to the prospects.

Another advantage is the opportunity for "peer pressure" and "group excitement" to work. Its big disadvantages are added cost and added time involved. However, even considering these disadvantages, this can be an effective way to start your own seminar business.

Special Points About The Free Intro

1) Getting Them There

Usually, you'll be holding your Intro in the evening and must overcome a lot of obstacles to attendance: tired at the end of the day, late getting home, television, spouse's change of mind or other plans, weather, etc.

Also, a lot of people fully intending to attend simply forget! (In one program we marketed, involving a series of Intros, over 1/3 of the enrollees came after missing two Intros; being called, reminded and re-invited to a new date twice! GETTING THEM THERE is the most difficult aspect of most Free Intro programs.

- There are 5 things that may motivate a person to attend — listed in the next Column. The more of these built into your program, the better.
- Tickets or Confirming Post-cards can be effective in boosting attendance.
- Most important point to re-

member: the only purpose of your marketing is to get them there; not to inform, pre-sell, etc.

The Introductory Seminar

1) Costly marketing method in money and time, so vital that everything possible be done to insure its success.

Advance Marketing:

A) Only purpose is to fill the room, not to sell the seminar.

B) Why they'll come:

- The Personality
- Credibility Of Program/Company, etc.
- Publicity
- Content
- Incentives

C) Tools in getting them there:

- Newspaper ads
- Direct-Mail
- Proper handling of incoming calls.
- Confirming postcards
- Tickets

Empire's Proven Free Seminar/ Product Marketing Business Plan

Several of our clients (speaking to health care professionals) are using a business plan similar to the following pattern to market tens of thousands of dollars' of cassette programs each month. It is not at all unusual for this pattern to produce \$25,000 to \$50,000 in cassette program sales each month, from just ten to twenty dates.

STEP 1 Identify a specialized target market of likely seminar-

goers, readily reachable via direct-mail.

STEP 2 Design a seminar (ideally 2-1/2 - 3 hours in length) that will be specifically attractive to the market and that naturally promotes the sale of your products.

STEP 3 Develop a product offer in the \$200 to \$300 price range. Can be a combination of albums, a cassette subscription, newsletter, etc.

STEP 4 Use a direct-mail piece to invite the targeted prospect to the free seminar. A commonly used, successful DM piece consists of (A) cover letter, (B) seminar and speaker brochure, and (C) response device.

STEP 5 Use direct phone soliciting to follow-up on the direct-mail campaign.

The Solution To "No Shows" At Free Seminars

The biggest problem with marketing via "free introductory seminars" is the huge number of no-shows. For two years, I ran free Intros three nights a week and suffered with over half of the reservations turning into no-shows. I wasn't smart enough then to invent a solution.

Some years later, in inventing the SuccessTrak Seminar business, I again faced the problem of no-shows, but this time I and other SuccessTrak speakers would be on the road nationwide and intentionally worked with small groups of highly qualified attendees, so a huge no-show rate could not be tolerated. This necessity was the mother of an invention worth a fortune to anyone marketing via by-reservation free seminars.

The exact procedure used is in the

inner office procedure sheet reprinted on the following page. You will see that it collects a deposit from the attendee, refundable when he shows up; forfeited if he does not. This process virtually eliminated no-shows.

2) The Meeting Room

In most situations, you will be doing a bare minimum of "teaching" so a normal seminar environment will not be helpful. This is a sales situation. Theatre-style seating with a center-aisle is usually best as it puts the people close together, has no barriers (such as tables) between you and the audience; gives you freedom of movement through the center of the audience; and is psychologically less stressful — theatre-style seating is related to theatres and auditoriums as opposed to classroom seating, which is more formal. It's also important to do some "little things" to improve the "look" of the meeting room. A registration table is also necessary to be certain you have a record of everyone there (for follow-up purposes) and as a means of handing out literature, so the people have something to do while waiting for the program to start.

Formula For An Effective Free Intro Seminar

There is a 6-step formula for structuring this kind of group sales presentation. It has been used successfully in dozens of free introductory seminar programs I've personally been involved with, and can be identified as the structure behind many others.

Formula

1. Introduction — An "introducer" speaks for 5 to 15 minutes about the program, the company and the speaker. He may use humor sparingly. If dealing with a small group, he may have the attendees introduce themselves. His job is to communicate the credibility of the speaker, and to put the audience in an interested, receptive frame of mind.

2. Speaker-Audience Rapport — Speaker is introduced and "throws away" the first 3 to 5 minutes on humor, light self-deprecation or rapport-building comments.

3. State The Problem — A seminar, like almost anything else a person purchases, needs to solve a problem (fill a need). In many cases, the audience has little or no awareness of the problem. The speaker's job is to define, magnify the severity of, and get general audience agreement on a problem. Example: "Stress kills." Give statistics, facts, refer to news stories.

4. Agitate The Problem — Once the audience has accepted the problem as a problem, it is then the speaker's job to get them "worked up over it," so they can be motivated to take action. Ultimately, the speaker makes the problem seem enormous and hopeless. Example: "Stress kills." Stories of famous people dead in prime of life; news stories; detailed description of what a heart attack feels like; stories of families' struggles after death of head of household; lists of all the stress-causing aspects of society. Message — "you can't escape!"

5. Present The Solution — Just at the point the problem seems worst, the solution (your seminar) is revealed. The audience reaction is an emotional/psychological sigh of relief.

6. Objection Removal Plus Alternative Close — Closing remarks first deal with (example) "the three reasons why some people don't get these skills and solve their _____ problem." The speaker then destroys each objection for enrolling. Then, a two-choice alternative is offered. It may be a choice of dates, method of payment, etc.

System Update: The Executive Seminar Marketing Method (Part 1)

Using a (free) "executive seminar" as a marketing method assumes that you are your best advertisement, and that being seen by qualified prospective clients is your best means of obtaining bookings.

The concept is simple:

PREPARATION

1. A list of executives from your area or any selected target market area is compiled.
 2. A date, time and place is set where you
- (continued on next column)

will conduct a free "mini-seminar." (For seminar content ideas, refer to Item #7).

3. A telephone "qualification and invitation script" is written. The person will use this to call the chosen companies and (first) verify that she/he is speaking to the right person or get referred to the right person; then (second) to invite that executive and a limited number of associates to the program.

SEMINAR PROMOTION

4. Calls are made.
5. Follow-up by mail with a letter, brochure, agenda, etc.
6. A follow-up call is made to verify receipt of the information and confirm the reservation.

PRESENTATION

7. The program is presented.
 - Content
 - A) Short segments of your best material on each main subject areas you offer presentations on.
 - B) A short "educational commercial" about the services you offer, prior to a break.
 - C) A short commercial for your educational materials shortly before the end.
- Format
- Time: 2 to 3 1/2 hours
 - Limited audience size: 20 to 30 people
 - Should include at least "coffee break-type" refreshments

Guidelines For Promoting The Program

1. Be honest and straightforward with the reason why it's "free." Egs.: "You have been selected as one of 50 of local executives we'd like to get to know, because we believe you could utilize our services, or refer us to several people who could. That's why you're being invited to attend the XYZ SEMINAR free of charge."
2. Don't, however, create the impression that they're coming to an audition or extended sales pitch. Motivate them to attend primarily with the benefits and information they'll gain from the seminar itself, whether they ever have an opportunity to do business with you or not.
3. Use a strict seating limit to get an immediate decision.
4. Follow-up with a good, professional-appearing brochure.

HOW TO GET \$25 DEPOSIT FROM DOCTOR FOR SUCCESSTRAK SEMINARS

- (1) "Most Doctors put their \$25 refundable deposit on their VISA card, MASTERCARD, American Express or DINERS CLUB card to guarantee their reservation. Which card would you like us to put your deposit on?"

A. Information needed from credit card:

1. Account number
 2. Expiration Date
 3. How name is shown on the credit card
- (2) If the Doctor does not have a credit card and asks, "Can I send you a check?", say the following:

"Yes you can. I can give you a tentative confirmation for the seminar, as long as we receive your check within 4 days, which means that your check must go in the mail today. Also, in order for me to give you the tentative confirmation, I must have the check number for the \$25 refundable deposit. Then, as soon as we receive your check we will notify you of the seminar location."

A. If the Doctor says he/she can't give you the check #:

"I realize that this is an unusual request. However, since seating is limited for the SuccessTrak seminars, we must be guaranteed that you are coming so that we do not refuse a reservation to another Doctor who badly wants to attend, and then later have empty seats. I'm sure you can understand that we don't want to deprive any Doctor who really wants to come. Therefore, I must have the check number of the check you are sending today."

- (3) When Doctor is sending check, be sure to give the following information:

Please send your check to: SuccessTrak

Success Trak

8350 N. 7th STREET
PHOENIX. ARIZONA 85020
(602) 997-7707

Dear Doctor _____:

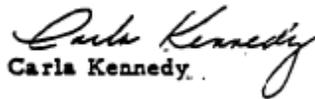
CONGRATULATIONS on your decision to attend the upcoming PRACTICE PROSPERITY SEMINAR featuring Mr. Foster Hibbard - you're in for a great evening!

We have reservations for _____ attendees from your office. Checked off below is the location of the seminar you've made reservations for. Please don't hesitate to call our office if you need any additional Information.

Please do NOT bring your tape recorder, no taping is permitted at these free seminars due to the copyrighted nature of all Success Trak material.

We'll look forward to seeing you at the Seminar. Please try and arrive 15 to 30 minutes early; so that we can begin on time.

Sincerely Yours,


Carla Kennedy.

MARCH 9th	Sheraton Parkway 75 Hotel 1775 Parkway Place. Marietta, GA (I-75 & South 120 Loop)	MARCH 12th	Howard Johnson - Airport 1377 Virginia Ave. Atlanta, GA (I-85 - Exit 19)
7 - 10 PM		7 - 10 PM	
MARCH 10th	Ramada Hotel Capitol Plaza 450 Capitol Avenue Atlanta, GA		
7 - 10 PM			
MARCH 11th	Howard Johnson North 2566 Riverside Drive Macon, GA (I-75 - Pierce Ave. Exit)		
7 - 10 PM			

Postcard Format

Side One

Dear _____ ,

This Card confirms your reservation to attend our
exciting Seminar: _____
on _____ at _____
at _____ P.M.

PLEASE PRESENT THIS CARD AT THE DOOR FOR FREE ADMISSION.

And please feel free to bring your spouse or a friend.

Side Two

From:

FREE SEMINAR RESERVATION
FOR:

SUPPLEMENT TO SEMINAR MARKETING: SPECIAL TECHNIQUES FOR MARKETING
BIG TICKET, SELECT ENROLLMENT SEMINARS

by: Dan S. Kennedy

Up-dated version of previously published Report.

The marketing of high-priced enrollments to specialized seminars can be an exceptionally profitable business. Our own organization has enjoyed success marketing

1. One, two, three and four-day seminars to speakers and consultants, at enrollment fees ranging from \$750 to \$1500.
2. Four-day seminars to chief executives of franchise and direct sales companies, at an enrollment fee of \$2500.
3. Train The Trainer Institute - sample literature included with this Manual.

There are some special techniques applicable to selling enrollments at such high price levels that are used by every successful marketing situation of this type that we've been involved with or researched.

1. An extremely well-selected, specialized prospect/ mailing list.
2. An unusual, specialized topic.
3. A speaker - either yourself or a guest speaker - with exceptional credibility and of great interest to the prospect list.
4. A desirable location that will be enjoyable during the seminar and that naturally lends itself to pre or post-seminar vacationing.
5. An unusually strong, unconditional satisfaction guarantee. The use of a guarantee is still powerful and reassuring.
6. A non-disclosure agreement. People attending a high-priced, specialized seminar hope to obtain confidential, "insider" information. Requiring the attendee to sign a non-disclosure form emphasizes the importance of your information.
7. Preparation by the attendee. A survey, questionnaire or some other pre-seminar participation device that is returnee to you in advance can be used to communicate to the prospective attendee that the seminar content will be tailored to his needs.

8. Extremely detailed information to sell the seminar. The promotion packet we used to sell the \$2500.00-per-person seminar included a two-pocket folder with over thirty pages of information, article reprints, and a cassette tape. Our experience is that a person making a substantial commitment of time and money to attend a seminar will first make an above-average commitment of time to making the decision.
9. Special method of delivering the sales literature. For our own programs and for clients' programs, we have successfully used Certified Mail, UPS, and Federal Express. The extra expense is worth it to gain each prospect's attention.
10. Multiple contacts. In selling a big ticket program, it's far better to budget for a series of mailings to a select list than for a single mailing to a bigger list. Planned repetition works.
11. One-on-one consulting time built into the agenda or available as a no-cost option after-hours.
12. A follow-up program. A newsletter subscription, telephone consulting, and/or other follow-up services built into the package reassure the prospect of the quality of the program by saying you're going to be around for a while.

These techniques can make the difference between a profitable or unsuccessful seminar marketing effort.

IMPORTANT

THIS INFORMATION PACKAGE HAS BEEN SENT ONLY TO A SMALL SELECT GROUP OF EXECUTIVES IN THE DIRECT SALES, MULTI-LEVEL MARKETING AND FRANCHISE INDUSTRIES.

Good Morning!

Another edition of TRAIN THE TRAINER INSTITUTE has been scheduled, due to the tremendous response-to the April session held this past weekend. Some reservations for this next Institute, in May, have already been made — so please review this information and CALL US TODAY!!

You, too, will want to be part of it — an executive-level Conference on training exclusively designed for and limited to your field.

As you review the enclosed material, you will see that this Conference is 100% substance. There is no time wasted. Every minute is used to provide hardcore, how-to information you will use to SAVE and MAKE tens of thousands of new profit dollars. We guarantee it.

But please — do NOT skim this material or start reading it until you have a clear, uninterrupted half-hour. You will want to give this information your undivided attention.

If you have any questions or need more information on any aspect of this one-of-a-kind program, please call us.



Don S. Kennedy



Joel L. Beck

P.S. — Your reply is needed no later than May 9, 1983
This program is limited to only 12 participants.

TRAIN THE TRAINER INSTITUTE

8350 NORTH 7TH STEEET
PHOENIX, AZ 85020

SATISFACTION GUARANTEE

TRAIN THE TRAINER INSTITUTE is proud to offer an executive-level, specialized Seminar that clearly pays for itself many times over, for each participant. If, at the conclusion of the Seminar, you do not agree that it's value far outweighed it's cost; if you are not satisfied with the Seminar, for any reason, you may request and receive an immediate refund of your full enrollment fee.

TRAIN THE TRAINER INSTITUTE

8350 N. 7th STREET • PHOENIX, AZ 85020

INSTITUTE-SEMINAR REFERENCE DATA

FEE	The Enrollment Fee is \$950.00 per person. This fee includes a twelve-month Membership in Train The Trainer Institute, including a quarterly newsletter on training techniques and methods. This fee also includes all seminar materials.	
DATES	May 14 and 15, 1983. Check in on the 13th.	
LOCATION	Westcourt Hotel • Phoenix, Arizona.	
CERTIFICATE OF COMPLETION	Each participant will receive a Certificate Of Completion, and is entitled to use his status as a Graduate of Train The Trainer Institute in his personal or company promotional material.	
CONTACT TRAIN THE TRAINER INSTITUTE	At 8350 North 7th Street in Phoenix, Arizona 85020 Telephone: Carla or Connie at General Cassette Corporation — (602) 269-3111 Business Hours: 8:30 to 4:00 Phoenix time, Monday - Friday	PLEASE SPECIFY THAT YOU ARE CALLING IN REGARD TO TRAIN THE TRAINER INSTITUTE BUSINESS
REGARDING LIMITED ATTENDANCE	Enrollment in a Train The Trainer Institute is extremely limited, to allow ample time for discussion and personal consultations. If your Enrollment is received after the maximum class size has been reached, you will be notified immediately by phone and your check returned uncashed. TO INSURE YOUR RESERVATION, CALL OUR OFFICE IMMEDIATELY ON MAKING YOUR DECISION TO ATTEND.	
IN-HOUSE PROGRAMS	TRAIN THE TRAINER IN - 354 - nel. at your location. The up to four hours of individual consulting.	to be presented in-house, for your selected person- ding all materials for up to 10 participants, plus lodgeing expenses are additional

MORE ABOUT TRAINING AS A PROFIT CENTER

Most sales organizations of all types and sizes recognize the value and importance of continuous training. Most sales executives strive to make training readily available to their people in the field, in a variety of formats. But for most companies, TRAINING IS AN EXPENSE. And the costs associated with putting on meetings, travelling, renting rooms, mailing promotional material, printing manuals and newsletters, etc. have all risen dramatically in recent years.

These cost increases have caused many companies to cut back on training. Even though many companies cutting back on training can see the negative effects of the cutbacks reflected in recruiting and sales, they have no choice but to keep lid on the budget.

We believe the time is ripe for most organizations to look at other options. TRAINING DOES NOT NEED TO BE AN EXPENSE — IT CAN BE A PROFIT CENTER. We have developed and proven-in-use specific methods for putting the expenses of training where they really belong — on the people benefiting from training. A sales organization using our methods can afford to develop and provide better, more effective, more comprehensive and more frequent training seminars, classes and rallies, and can afford to develop and make available a variety of good training aids, books, tapes and manuals.

At the TRAIN THE TRAINER INSTITUTE, we'll present methods for REDUCING OR ELIMINATING THE TRADITIONAL EXPENSES OF PROVIDING TRAINING.. .for PREPARING CUSTOMIZED, PROPRIETARY TRAINING MATERIALS WITH LITTLE OR NO "FRONT END COST".. .and for making a profit by providing better training.

We operate on a PROFIT CENTER PHILOSOPHY. It is our belief that EVERY ASPECT of a business should produce DIRECT PROFITS (not just indirect profits). Our methods make your "training department" into a healthy separate profit center, contributing profits to your company.

In some cases, a company putting our recommendations into effect may only succeed in ELIMINATING TRAINING EXPENSES and having each training effort pay for itself. And that's good! In most companies, training is an EXPENSE that takes dollars out of profits generated from product sales. In companies using our methods, training STOPS TAKING PROFIT DOLLARS and SUPPORTS ITSELF. And, in many cases, not only does training stop robbing profit dollars, it STARTS CONTRIBUTING NEW, EXTRA PROFITS of it's own.

This "profit center philosophy" is the basis for every method, technique and idea you'll obtain at the Institute. There are hundreds of good seminars around, but after you've attended them it's usually difficult to pin down exactly what (if any) tangible profit you gained as a result. In the case of the Institute, however. **YOU WILL BE ABLE TO MEASURE REAL DOLLARS-AND-CENTS PROFITS AS A RESULT OF ATTENDING.** We even guarantee it. We think that's exciting. and a compelling reason for you to join us and the small group of other progressive executives at the Institute.



Dan S. Kennedy



Joel L. Beck

TRAIN THE TRAINER INSTITUTE

REGISTRATION FORM — OTHER SIDE

NON-DISCLOSURE FORM

This Form must be signed and returned to the Institute by each participant. No registration will be accepted without receipt of this Form

Because of the confidential, copyrighted, and otherwise privileged nature of much of the information included in the Institute-Seminar, an Agreement concerning Non-Disclosure is required of each participant. In signing this Agreement, you agree to use this information only in your own business or businesses, and to share or distribute this information and the Institute materials only to those persons in your employ, in your sales or distributor organizations, or who are family members. You expressly agree **NOT** to publish, record or otherwise prepare information or material obtained at the Institute for public distribution. With regard to those materials that are provided to you at the Institute with "permission to reproduce" included, you also agree only to reproduce those materials according to the guidelines included with those materials.

Name: _____

Date: _____

Signature: _____

Complete this portion of the Non-Disclosure Form only if you intend to record portions or all of the Sessions:

"I agree to use tape recordings made at the Institute-Seminar **ONLY** for my private and personal use or to permit business associates to listen to them."

In signing this Agreement, you expressly agree **NOT** to copy, duplicate, reproduce or distribute copies of the recordings.

Name: _____

Date: _____

Signature: _____

TRAIN THE TRAINER INSTITUTE

REGISTRATION FORM

Name: _____ Position: _____

Company: _____

Address: _____

City: _____ State: _____ Zip _____

Telephone: _____

Payment of \$950.00 Enrollment Fee by:

Check

MasterCard Visa American Express Card #: _____ Exp: _____

Hotel Accommodations:

Single Double Suite

Payment of First Night's Deposit by:

Check

MasterCard Visa American Express Card #: _____ Exp: _____

Please return this Enrollment Form, along with any materials about your company you care to enclose for review or any information about specific topics you would like included and discussed, to:

TRAIN THE TRAINER INSTITUTE

**8350 NORTH 7TH STREET
PHOENIX, AZ 85020**

FOR CREDIT CARD ENROLLMENTS OR IF YOU HAVE ANY QUESTIONS:

Call either Connie or Carla at
General Cassette Corporation
(602) 269-3111

TRAIN THE TRAINER INSTITUTE will be held at the **WESTCOURT HOTEL**

The Westcourt is Phoenix's newest 15.5 million dollar hotel complex catering to business executives.

LOCATION

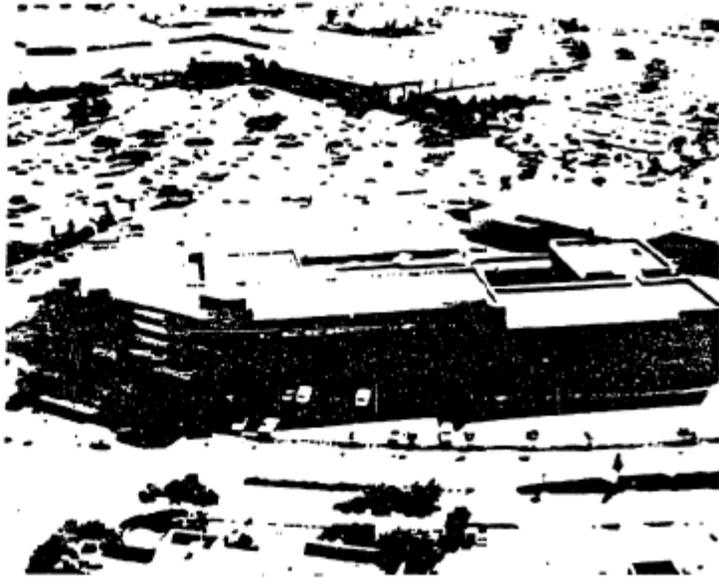
The Westcourt is located on the grounds of Metrocenter, the Southwest's largest shopping mall, and is surrounded by six restaurants, all within easy walking distance. It's only a 15 minute drive from Sky Harbor International Airport, and Limousine Service is provided by the hotel every 30 minutes. On arrival, call the Westcourt Hotel (907-5900) for Limousine Service.

ACCOMODATIONS

We've arranged for Train The Trainer Institute participants to enjoy the luxury and privacy of the Plaza Court Level. This V.I.P. floor of the hotel features deluxe rooms with king-size beds, executive work areas, speaker phones and other conveniences, and a private bar with hors d'oeuvres Friday evening. The normal rates for Plaza Court Level accommodations are \$100 to \$130 per night. Your Train The Trainer Institute special rate is \$50.00 per night.

SPECIAL FEATURES

The hotel offers an elegant restaurant, two lounges, heated swimming pool and jacuzzi, putting green, and complimentary coffee served in the Atrium Lobby in the morning.



Westcourt is located adjacent to Metrocenter, within walking distance of 247 stores.

The Westcourt Hotel is proud to have been selected as the official home-away-from-home for the Chicago Blitz of the USFL, for their training season.

THE WESTCOURT HOTEL REQUESTS THAT YOU PLEASE PROCESS YOUR HOTEL RESERVATIONS THROUGH "TRAIN THE TRAINER INSTITUTE"

Hotel Westcourt features first class comfort, style

The new Hotel Westcourt, at 10220 N. Metro Parkway East, is the subject of the above conversation.

It's been a topic of conversation for many Valley residents since the idea was conceived three years ago.

The Westcourt story began when noted real estate developer Rusty Lyon and Fred Cox were introduced by a mutual friend. The two seemed to hit it off right from the start.

"He was trying to complete his idea of an urban village and at the same time get into the hotel business by being involved with it from scratch," Cox explained.

"We wanted something different

and unique from a high quality hotel."

That kind of quality can only come from a top notch staff ready to serve the customer's every need.

"The hotel personnel has to dedicate themselves to creating the kind of friendliness, warmth and personal service that they have in European hotels," Cox said.

"It's fairly easy to put the bricks and mortar together, but not the type of staff that discerning guests expect from a high quality hotel."

Enter Woody King, the man who staffed the hotel. He rates the

His plan of attack calls for team play and "making the hotel a home away from home."

"We're trying to establish a first class place with casual elegance and good employees," King said.

The hotel also boasts a fine location in addition to its well-trained personnel.

The hotel site — just southwest of the intersection of I-17 (Black Canyon Highway) and Peoria Avenue, makes it 15 minutes from Phoenix Sky Harbor International Airport and 10 minutes from Deer Valley Airport.

Westcourt is within walking distance of Metrocenter's 247 shops.

WHO BEST TO MARKET BIG-TICKET SEMINARS TO?

Some years ago, with no reason other the need to assume it would succeed, a friend of mine, Rodney Tolleson, and I put together a 4-day, very specialized seminar only for top executives and owners of distributorship, franchise or business opportunity companies. We had, as our guest speaker and "Shamu The Whale", Glenn W. Turner, of Koscot/Dare To Be Great fame. We offered it at \$2,500.00 per person, which was then a big ticket. We used Federal Express to deliver the packages and, the first time around, brought in 9 paid attendees from only 30 packages sent out. '

This is not a model to follow.

We were somewhat dumb-lucky. Also, we were right in targeting the highly qualified prospects we targeted. Also, I wrote unequalled 'killer copy'. Also, we had Mr. Turner. BUT, in 99.9% of the cases, going to "cold prospects" with this kind of a big price offer is foolish.

The best prospects are people who are already your "followers." They believe in you, trust you, buy from you, and are eager, thirsty, hungry, even desperate to get close to you, to be part of your 'inner circle.'

To develop such folks, you need a deliberate process. I think of it as a funnel. At the top, in pours everybody — if they're in my audience, if they buy something by mail, if they write in for information as a result of one of my articles,-if the guy gives me his business card while conversing on an airplane flight — into the funnel they go. Then a series of escalating price/value offers reduces the number who move through the funnel. Finally, just a few squeeze through and pop out the bottom, who have qualified themselves as so serious about the kind of information I offer that they can be relied on to pay a big price for a .Rolls-Royce offer.

You have got to dump a lot of folks into the top of that funnel to periodically wind up with enough squirting out the bottom to structure a big ticket offer for.

But that is exactly what you want to do, if you want to have days where you make an outrageous amount of money in the seminar business.

The following pages are an actual sales letter sent to Gary Halbert's subscribers, selling a \$7,000.00 per person seminar. I guest-lectured at two of them, each with over 35 paid attendees; that's \$245,000.00. This letter would clearly never work with cold prospects, no matter how well qualified they might be. It works with those who have gone through Gary's funnel. In many cases, they started by requesting free information, then buying a \$19 book, then subscribing to a \$195 a year newsletter, then buying tapes costing as much as \$2,000 a set.

The reprint following the Halbert letter is an old piece from Howard Ruffs organization, also aimed at people who have reached a certain point in his funnel.

These are two of the most instructive examples I could find.

THE GARY HALBERT LETTER
SUITE 4
5701 OVERSEAS HWY
MARATHON. FL 33050

From:
Marathon, Florida
Friday, 3:30 p.m.
August 10, 1990

Dear Friend &Subscriber,

Listen, I want you to do me a small favor.

Actually, it's no big deal. I just want you to finish reading this letter as soon as possible and then listen to both sides of the cassette tape which is also enclosed. Then... and I'm saying please... pretty please... would you call Karen Redpath (my friendly, long-legged New Zealand assistant) and tell her whether or not you have any interest in the message in this letter.

Why am I in such a hurry for you to do this? The answer is simple. About two months from now I am going to do something so special at the Key West seminar that word has started to leak out and over 200 people already want to come! In fact, what I am offering is so incredible that the people who run the Jefferson Institute want me to invite graduates and all of Howard Ruff's subscribers!

But I can't take all those people. Not all at once anyway. Unfortunately, because of the nature of this seminar, I can only handle a maximum of 42 attendees.

And, I'll tell you something... all my subscribers (such as yourself) get first choice and... nobody else gets invited until I've heard from all of you!

So, what is it that makes this seminar so special? Gosh, I'm glad you asked. First of all, this seminar is being held in Key West, Florida which is, for my money, the most charming city on earth. And the "best-of-the-best" in Key West is the Pier House Resort which is where I'm going to have this seminar. You can get an idea of what the Pier House is like by looking at the brochure I'm including with this letter. However, in my opinion, this brochure hardly even begins to capture how sensational this place really is. I'll tell you something, I've been more or less all over the Western world and...

THIS IS THE BEST
PLACE I'VE EVER SEEN
IN WHICH TO HOLD
A SEMINAR!

Just wait till you see the plush new conference center where we're holding this seminar! Wait till you see the enchanting little private beach! And the new full service Caribbean spa and health club! And the Havana Docks Bar! And the world-class restaurant! And the private gourmet market and bistro! And the famous "Chart Room" where you may bump into Mel Fisher, the most successful treasure hunter in recorded history!

And, since the Pier House is situated on Duval Street, you'll be just a stroll away from the Ernest Hemingway House. Sloppy Joe's (Hemingway's favorite bar). Captain Tony's, the Coca Cola Bottling Court, the 161 year old Wrecker's Museum, all the famous Key West shops and "conch" houses and... and...

Whoa! Wail up. Hold it. I'm getting carried away. I know... I know... you don't decide to come to a seminar like this just because it's being held in a nice place, now do you? Of course not. but it is a nifty bonus, isn't it?

Enough of that. Here's the meat. Here's what this seminar is really all about. OK. first off. I'm going to have a line-up of world-class experts who are going to get up on that stage and reveal to you the absolute newest inside tricks on TV infomercials. classified ads. 900 and 976 numbers, magazine advertising, newspaper advertising, telephone sales, direct mail, how to get free PR. co-op ads. card decks and so on.

Then, after the speakers, the seminar gets turned onto you. Personally. You get to sit in my famous "Hot Seat", right there on stage with me. where all those world-class experts plus myself will devote ourselves entirely to your business and your marketing plans and/or problems. This may be the most intense marketing "brainstorm" you will ever experience - and in a minute. I'll explain more about what you can expect. But first, I want to tell you what happens next.

Because, you see. during your hot seal, right after we've "cracked the code" of your project and figured out your most lucrative marketing direction then... I will personally blueprint and design a marketing

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campaign for you. It may be a direct mail campaign, it could be a space ad or maybe both. It could be a TV commercial or maybe an entire 1/2 hour television show. It could involve classified ads, 900 numbers or what have you.

Whatever it is, after I have completely laid out the campaign, I will then assign your project to a world-class copywriter who will, under my direction...

WRITE A COMPLETE ADVERTISING CAMPAIGN FOR YOU!

1 then, after your campaign has been written to my total satisfaction, I will give this finished copy to a graphic artist who will, under my direction, completely lay out the "look" of your new advertising. Then, for my next miracle, I will give the layout and the finished copy to a typesetting company who will, under my direction, typeset and create all the necessary "mechanicals" for your campaign.

3 then, my friend, it will be delivered to you "camera ready" and...

100% READY TO ROLL!

How about that? But wait, there's even more! For those who are interested, I will, right at the seminar, introduce you to several men and women who, collectively, have millions of dollars to invest and who may be interested in...

**FINANCING YOUR PROJECT
SO YOU CAN ROLL-OUT AS
FAST AS HUMANLY POSSIBLE!**

My friend, I have nothing left to offer. We're gonna teach you how to do it and then, we're gonna do it for you and then, if necessary... we'll even introduce you to people who may help you finance your campaign!

In any case, the rest of this letter is going to give you more details on this truly extraordinary seminar. But first, I think you may be interested in how and why I decided to do all this. As you probably know, about 18 months ago, I stopped taking any new clients whatsoever and I began transferring my existing clients to other copywriters. Well, a few months ago, one of my biggest ex-clients came down to the Keys and tells me he really needs me to write for him again. This man's mail-out schedule is

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well over 100 million direct mail pieces per year and his current copywriters just weren't doing the job for him. I told him I wouldn't do it. I told him I now wanted to work only on my newsletter and seminars and I didn't want to hire out as a copywriter any more at all.

Well, he wasn't too happy about this and I got to thinking. What I was thinking about was what a good friend he had been to me over the years and how many hundreds of thousands of dollars he had paid me. So, I made him a deal. What I would do is, I would get several top copywriters from all over the U.S. to come down to the Keys and we would all brainstorm for new marketing ideas for him. Then, after we had plenty of ideas, I would pick out the best of the them (the ideas) and then... I would teach the other copywriters how to write for this client.

IT WORKED LIKE A CHARM!

We came up with 293 new ideas for that ex-client of mine, 35 of which I deemed to be immediately viable. The copywriters have, since that meeting, written several "killer" direct mail promos and the client has now... (are you ready for this?)... increased his mail-out schedule by 25%! (Don't forget, he was already mailing 105,000,000 pieces per year.)

And get this... we all had fun!

That little shindig cost my ex-client \$25,000 just to pay for all expenses (I didn't charge him anything) and he said he got his money's worth in the first 10 minutes. If you don't believe me, you can call him. His name is Mike Zito and his telephone number is (702) 363-3148.

Anyway, I'm happy because it was fun and I was able to help a good ex-client. The ex-client is happy because he has a lot of new mailing pieces. And the copywriters are happy because they get a commission on all the winning pieces they created on this project. Hmn? This really got me thinking. Could I do a seminar like this and offer the same deal of... a finished advertising campaign... that is 100% ready to roll? Could I offer this to all the attendees and could I deliver?

HMN? HMN? HMN?

Well, I'll tell you what, it has taken me four months but finally, I have worked out the logistics of this thing. I've got the people, the place, the system and, most importantly of all, the enthusiasm

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... THE ONLY ONE WHO'S EVER BEEN IN SHOW-BUSINESS. SOMETIMES HE WAS THE producer, sometimes co-producer, sometimes he wrote the script and sometimes he was simply the "glue" that held everything together. His shows include the TV adaption of "Think & Grow Rich", "The Golden Opportunities Show", "The Mental Bank Breakthrough" and many others.

He's written something like seven books, the newest of which is "The Ultimate Sales Letter" (good stuff, he quotes me) which is in the bookstores now and which you will receive a free copy of (autographed) at the Key West seminar.

By the way, do not miss Dan's talk if you are a dentist or chiropractor!

Anyway, Dan's article on TV infomercials is appearing in the CURRENT issue of DM News and here's what you'll learn from him in Key West!

- Overview of the infomercial business
- Lead shows vs. direct sell shows
- "Soft topic" vs. "hard topic"
- Why projects fail; the 4 biggest, most common errors
- To celebrity or not to celebrity?
- "The numbers": how the economics work
- Where the big profits are - the 5-part back-end strategy
- How to minimize returns
- The 3 best ways to dramatically increase profits
- Hiring writers, producers, production facilities, etc. - what's fair, what's a tip-off, avoiding cost overruns, determining who knows what, etc.
- "Deal-making" ... financial partnerships with 'the big guys'
- A 14-ingredient recipe for a winner: Score your chances of winning on a 1 - 14 scale
- The roles of direct response copywriting in infomercials

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who is what he says he is. He knows absolutely everything about this business including who's offering what, who's doing what, what works, what doesn't, where to save tons of money and... who and what to avoid.

He also has something so special that, once word gets out (it will happen at my Key West seminar) I believe it is safe to say, he is going to drive all the other 900 service people out of business. If you think 900 services don't apply to your business... you are wrong!

Just wait till you hear Mike and you'll see what I mean. I am telling you, once he gets going, ideas and energy just pop around the room like electricity.

RICHARD GUYER: He owns International Direct Response, Inc. and he is a direct response insert media specialist for the business, consumer, educational, government and professional markets. I think there is a very good chance this man can expose you to highly profitable "windows-of-opportunity" you never dreamed existed. His main speciality is "ride along" media that can give you a truly big bang for your buck.

BILL MELOT: Bill is not actually going to be a speaker. No, Bill is a "money person" who, with some tips from me, has been investing a ton of money in direct response promotions. And, guess what? He likes the results so far SO MUCH that he's looking for more action. Could he fit in YOUR future? Do you have something which may interest him? He'll be there, checkbook in hand, looking for window of opportunity that he can bankroll.

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HARRY FLEISCHHAUER: Here's another "money person". Harry heads up something called "Ad Bank" which is kind of a "mutual fund" full of money that is only to be invested in direct response projects. I hooked Harry up with Merrill Eichenberger and Harry tells me the relationship has been prof' ble and so...

**HE TOO IS LOOKING
FOR MORE ACTION!**

Harry has already put together a block of capital in excess of two million dollars and can come up with whatever other money is needed to finance viable projects.

X: Actually, there are several Mr. X's and one of them is a woman. These are my other "money people" who I cannot identify in this letter because they wish to keep a low profile. However, they too will be in Key West looking for projects in which to invest.

Look, I don't mean to be mysterious about this. It's just that I feel compelled to respect their wishes for public anonymity. There's no problem, of course, in you meeting these money people in person at Key West.

TRACY TILSON: As I've said before, Tracy is so darn good-looking, it doesn't seem fair that God also gave her brains. Tracy is an expert at teaching you...

HOW TO GET FREE ADVERTISING!

Listen, you need this info. In fact, the way Tracy operates requires practically a zero investment on your part to get a high-image, mega-buck return.

And, during her presentation at my Key West seminar, she will reveal exactly how you can get your share of all this money-making, free PR and advertising.

ERIC WEINSTEIN: A truly clever mailing list expert. I've been working with Eric for nearly a decade and, when it comes to mailing lists, what he doesn't know isn't worth knowing. Listen to this: a good

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diet direct mail promo can usually go out to about two million people. That's the extent of the universe. However, because I used Eric, one of my promos was able to be mailed to over 10 million people. Most list brokers only come up with the obvious mailing lists but Eric can get very creative in this area. For example, he took the driver's license compiled file and did a mathematical correlation between height and weight that enabled him to select out all the porkers. And, because of that, the universe for my direct mail diet promo was enormously enlarged!

NANCY JONES: Nancy always "stops-the-show" at my seminars. She really knows her business gold. She is a true "media insider" who will teach you exactly where you should be running your ads to test and roll out and...

**HOW TO BUY YOUR ADVERTISING
FOR A FRACTION OF WHAT
EVERYBODY ELSE IS PAYING!**

JOHN EGER: When I convinced John to come to my "Seminar-By-The-Sea" I billed him as the world's second greatest classified ad expert. Well, maybe I was wrong. It could be that he is the #1 expert in the area. When you hear John talk, you are going to learn how to use dirt-cheap, fast-acting little classifieds to generate cash-flow with the speed of light!

Not only that, John will be revealing some new info, never before available on how to get a sensational deal in the Star, the National Enquirer and Parade Magazine.

GARY HALBERT: I have recently developed some new direct mail ideas that are the most "high-impact" I've ever seen. I am still refining these techniques and they have not yet been revealed in my newsletter. One of these techniques is returning over \$20.00 for every \$1.00 invested and I have convinced the Jefferson Institute (the only people I've completely explained this to, so far) to convert much of their humongous direct response efforts into vehicles that utilize this secret.

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I CAN'T wait to tell you about these new ideas because you can use them immediately to generate a huge cash flow!

OK, the people I've just described are those who will help you explode the profitability of your advertising ~~after~~ it has been created. But what about the people who are actually going to create your blockbuster direct mail piece and/or your magazine or newspaper ad? Or your fully scripted "ready to shoot" 1/2 hour TV show? Or your 900# telephone campaign? Or your classified ad campaign? Or your postcard advertising campaign? Or your radio commercials? Or your telephone sales script? Or whatever? Who are these people? The creative people? The writers? Are they any good? Gee, once more, I'm glad you asked! Here's my line-up of writers:

MARK STODDARD: Can you believe this? I've got the president of the world-famous Jefferson Institute coming to my Key West seminar to write copy for my attendees! Mark has worked hand-in-hand with Howard Ruff for seven years and he has created many of the fabulously profitable advertising inserts that have appeared in that publication.

By the way, Mark will be flying to Key West direct from MOSCOW where he is setting up a Soviet-American joint centre for business training. My oh my, things sure do change, don't they?

E REVEL: And can you believe this? Chase is the marketing genius who created Entrepreneur Magazine, Van Pler and Vissane and so many other "marketing-driven" successes he has become an honest-to-God legend. And... he'll be in Key West, shoulder-to-shoulder with all the other "greats" writing copy for my attendees!

Yahoo!

BLADE THOMAS: I first met Blade when he was the marketing manager of Entrepreneur Magazine. Since then, I have worked with him hand-in-glove for eight exciting years. Blade was the CEO for Tova Borgnine's cosmetic corporation, president of the Burton Mint and the author of many famous ads you will instantly recognize the moment you see them. When someone comes to me with a really tough marketing problem, Blade is nearly always the copywriter I recommend. Trust me, he is as good as they get!

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JOHN CARLTON: John is a cage-rattling, world-class copywriter who has authored winning packages for the top financial publishers in the U.S. Men like Howard Ruff, Lee Euler and Gary North swear by him and so do I. John has worked with me side-by-side on nearly every project I've done for the last three years and, he is a "dead-eye" expert on copy technique. He's done more hot seats with me than anyone else, and believe it or not, the quality of his work is so good that many people mistake his writing for mine!

GENE DOWDLE: I've been monitoring Gene's work since 1986 and this man is a genius! A few days ago, I received a mailing from him that contains, perhaps, the most effective "new selling idea" I've seen in direct mail for many years. Gene knows more about selling cars, jewelry, furniture and other "hard-to-move" items by direct mail than anyone I've ever met.

LORETTA DUFFY: Loretta and I were an "item" from 1979 through 1985. So what, you say? Well, the "so what" is that, even though she eventually decided living with me was not a day at the beach, (can you imagine that?), she has developed into a superb copywriter with a well-deserved, national reputation. You know, one of the ways you can tell how good a creative person is, is by observing how he or she promotes his or her own services. Well, if you want a clue as to just how good Loretta is, take a gander at her ad for herself that appeared in the November 1, 1989 issue of DM News. I'm including a reprint of it with this package of info and, when you read it, I'm sure you'll understand why it produced for her a flood of new clients.

BRAD PETERSON: Some time ago, someone sent Nancy Jones a new ad that was so good she called me to see if I wrote it. Well, it wasn't my work but, it was so outstanding I launched an investigation to find out "who dunnit". Lo and behold it was Brad Peterson who John Carlton has been using as a copywriting "secret weapon" for nearly two years. This young man is hot!

DAVID DEUTSCH: Once every few years, something worthwhile actually emerges from Madison Avenue. David Deutsch began his illustrious career in the house that David Ogilvy built: Ogilvy & Mather International in New York City. After 14 award-filled years as a mainstream advertising copywriter, he defected to our side -- and

soon joined the ranks of the direct response copywriting greats. A member of John Finn's stable of copywriting superstars, David applies his promotional genius and command of his craft to clients across the country.

MIKE AGRELIUS: If I were writing a partial resume for Mike, it would go like this:

Vice-President of Marketing, Jefferson Institute - responsible for sales of \$18,000 asset protection packages, all boot camps, newsletters and newsletter inserts.

1 Director of Public Relations, Liberty Mint - directed campaign to introduce \$25,000 silver Remington statues which sold out in 34 days.

1 Consultant for Direct Mail, Adv & PR, McKinley Institute - worked over the phone with more than 200 small businesses on their marketing and advertising products and problems.

Director of PR, Lifesaver Charities - national child safety organization that placed more than 200 million child I.D. tags; went to White House in '86 to receive President's Award for Public Safety.

And this list goes on. And on. And on.

So, you think maybe this guy knows a little about marketing?

CARL GALLETTI: This man is, perhaps, the most serious student of the masters of marketing I've ever encountered. Tom Collins, who is the co-founder of Rapp & Collins, the third largest direct response agency in the world, considers Carl a copywriting genius. Now, after reviewing a collection of his work, so do I!

How good is he? Well, to give you a clue, I've decided to hire him myself!

GARY HALBERT: Yea verily, it is true. Much of the copy that will be created at the Key West seminar will be written by me. And, I'll tell you what: since I am not taking any more clients, the only way in

the world to get me to actually write copy for somebody's project is for them to come to this seminar.

Lord Almighty, how's that for a line-up of people to work on your project? Sometimes I amaze myself with the stuff I'm able to pull off. Alright, now you know the players so here's the logistics or "system", if you will, about how I'm going to make all this work. First, before the seminar, I want to spend some time with you on the phone. This will give us a chance to have a relaxed conversation, tell each other some lies (just kidding! just kidding!) and, in general, get to know each other a little better. And, more importantly, it will help me get an early "feel" for your project.

By the way, this seminar begins at 9:00 a.m. on Monday, the 8th of October and it goes until noon on Thursday, the 11th. It is on the first day (Monday) that you will hear from all those feared speakers I mentioned earlier. And, let me tell you something. I already know about some of the "surprise info" these speakers are going to reveal to you so...

PREPARE TO BE AMAZED!

On the second day, we start the "hot seats". Each attendee will come up to the stage where we will spend roughly an hour discussing his or her individual situation. It is, at that time, before each hot seat is over, that I will, right from the stage, completely "blueprint" a customized marketing campaign for each attendee. Also, at that time, I will choose the copywriter who, in my opinion, is best suited to work on that project. All of this will be taped and a cassette of each hot seat session will be given immediately to the copywriter who is going to work on that particular project. And, of course, another copy goes to the "hot seat person" whose problem we are working on. This process will continue until we have done a "hot seat" with each attendee.

Now, let me tell you something extremely important: you will probably learn just as much about how to make your project work from the other hot seats as you do from your own. I'm telling you, the ideas generated from 42 hot seats create so much energy and sales magic it will literally set your mind on fire! That's why I want you to pay keen attention to all the hot seats... not just yours.

OK, after all this, we'll have a wrap-up where I plug in (on cassette) any additional ideas that could be used by each attendee.

(go to page 13)

And then, my friend, you can go home and relax.

But not me and the other copywriters. No sir. It is at this point that we will roll up our sleeves and really go to work. It is at this time (immediately following the seminar) that I will stand over each copywriter with a whip until each promo is completed to my satisfaction. And then, and only then, do all these trustworthy creative people get to return to their husbands, wives, children, pets and daily lives.

But what assurance do we have that these copywriters will work fast and work well? What will be the motivation that will drive them like demons to create world-class winning packages? It's very simple...

**THEY DON'T GET PAID UNTIL
THEY FINISH AND... EVEN THEN...
THEY DON'T MAKE ANY MONEY
UNLESS THEY TURN OUT A WINNER!**

That's right, these people don't get paid until the projects they work on to pay off.

How's that for motivation?

Anyway, after I get the finished copy from each writer, I will have copy typeset and delivered to you 100% ready to go. I will also call at that time with any last minute tips and instructions I may have for

And that's that. That's all you get. If you can't take it from there you are beyond all hope.

So, I bet you are wondering... how much is all this going to cost? Well, let me ask you, how much do you think it should cost? When I did it for my ex-client, it cost him \$25,000 plus a percentage of sales. The last price I heard for a Jay Abraham seminar (which does not deliver finished advertising) was \$19,995. I don't take clients anymore but, when I was, I was charging \$15,000 plus 5% of gross sales. So, what is all this worth? The world-class speakers? The world-class copywriters? The finished "camera ready", ready-to-roll advertising campaign? Or perhaps a fully scripted, "ready-to-shoot" 1/2 hr TV show? And the exposure and introduction to my network of venture capital "money people" who are looking for marketing projects to bankroll? All the fun, excitement, and

(go to page 14)

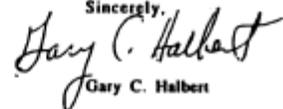
profitable good times I am working feverishly to pull together? What's fair? What is all this worth? \$15,000? \$19,995? \$25,000?

Whatever? What I have decided to charge for this seminar is \$6,950 plus a percentage of gross sales or a mailing fee. If it's a percentage, it will be 5%, if it's a mailing fee, it will be .05 cents per piece mailed. And, because you are a subscriber, you don't have to pay for this seminar all at once. If you desire, you can pay 1/3 now, 1/3 before the seminar and... you don't pay the last 1/3 (which represents my profit)...

**UNTIL YOUR FINISHED
ADVERTISING IS READY!**

That's it. That's my pitch. The only thing I have left to tell you is, if you register right away (within the next 11-days), you can bring two other people with you at no extra charge!

Sincerely,



Gary C. Halbert

P.S. So, my friend, what do you think? Are you going to come? I sure hope so. Either way... please, please call Karen right away at (800) 327-0028 and let us know what you've decided.

P.S. #2 One more thing: the enclosed cassette tape has some comments from people who attended my "Seminar-By-The-Sea" (side A) and the "seminar at the Century Plaza Hotel" (side B). I'm also including some of the written comments that were mailed to me after my recent seminar with Howard Ruff and Mark Stoddard at the Jefferson Institute.

P.S. #3 By the way, I get none of the percentage of gross sales or mailing fee. That all goes to the copywriter to ensure he's red-hot motivated to do the best job he can for you!

Peace.

When You Speak, We Listen

Announcing the **STERLING SILVER CLUB**

Dear Friend,

Several years ago we figured out a way to give our loyal subscribers a LIFETIME subscription to the FINANCIAL SUCCESS REPORT, PLUS thousands of dollars of bonus gifts, all for a very modest investment. How? With our 24K Club.

Members of the 24K Club receive a subscription to the FINANCIAL SUCCESS REPORT for life, 25% discounts on all products, and services (including Decision Free admission to Ruff National Conventions, and more).

Many subscribers, however, wanted to join the 24K Club but didn't afford or didn't want to pay the \$1,595 price.

You spoke, and we listened--announcing the STERLING SILVER CLUB!

STERLING SILVER CLUB members will get many of the benefits of being a 24K Club member, but for five years--not for life. A big difference? Sure it is. But there's a big difference in the price, also.

The Benefits

Let me tell you about the benefits you'll get as a CHARTER MEMBER of the STERLING SILVER CLUB. You'll get each of these benefits for the entire five-year term of your STERLING SILVER CLUB membership.

- FIVE-YEAR SUBSCRIPTION TO THE FINANCIAL SUCCESS REPORT. No matter what cost increases do to our subscription price over the next five years, your price will be guaranteed--locked in at today's low rate. (How's that for an inflation hedge?)
- TEN FULL OUNCES OF .999 FINE SILVER. When you become a STERLING SILVER CLUB MEMBER, I will buy you ten full ounces of .999 fine silver and put it in a WEALTHBUILDER TRADING ACCOUNT at RUFFCO. We'll even pay the storage for one full year. If you already have a TRADING ACCOUNT, we'll add ten ounces of silver to it.
- 50% DISCOUNT TO EVERY ONE OF MY ANNUAL CONVENTIONS FOR THE NEXT FIVE YEARS FOR TWO PEOPLE. Last year's

that's still the most reasonable/best bargain in the industry, doesn't \$122.50/person sound a bit better?

- 25% DISCOUNT OFF THE LIST PRICE OF ALL TARGET NEWSLETTERS. You will be eligible for a full 25% discount off the price of all Target newsletters, including PENNY MINING STOCK REPORT, ANDERSON TAX REPORT, and each of our new and very successful newsletter supplements.

- You'll get a 25% DISCOUNT OFF THE REGULAR PRICE OF OTHER TARGET PRODUCTS, including all tapes, courses, manuals, and books published by us, as well as a 25% discount off our incredibly valuable DECISION CHARTS.

- You'll get HOWARD RUFF'S OMA CHART BOOK, a 70-page book which charts the long-term Optimum Moving Averages for 46 mutual funds, 10 stock industry groups, the Dow Jones Averages, currencies, and bonds. This tool will help you see how immensely profitable my OMA strategy can be for you.

- You will be entitled to a 25% SAVINGS ON THE SEMINAR PORTION OF ALL OFFSHORE TOUR/SEMINARS, or investment conferences we sponsor (for two). These have run as high as \$600/person.

- You'll receive EXCLUSIVE OR ADVANCE NOTICE OF SPECIAL LIMITED-OFFER DEALS that are too limited in availability to take to all our subscribers. These deals are rare, but when we do run across a true bargain, we'll let you know.

- 50% DISCOUNT TO ONE \$1,450 JEFFERSON INSTITUTE COURSE. These courses, held near my home in Springville, Utah, are week-long "bootcamps" covering investments and entrepreneurship. We only take 150 students at each bootcamp. The response to these courses has been overwhelming! They are fun, intense, profitable, and rewarding. (And, you'll love Utah! It is one of the best-kept secrets in the country.) This discount applies to all \$1,450 courses after January 1, 1987.

How Can We Afford To Do This?

Given the services, discounts, and free bonuses STERLING SILVER CLUB members will get, why and how are we able to charge so little? Let me explain.

Most insurance companies sell insurance at an actual loss, but because they have policyholders' cash to invest (and they're good at it) they make a lot of money investing.

I guess you could say that in this way we are acting like an insurance company. We know how to invest, and we will make money investing the cash we receive.

That's why it works well for us. Let me show you just how well it works for you.

Discounts and Benefits You'll Get During the Next Five Years

	First Year Discounts & Benefits	Five-year Discounts & Benefits
✓ Five Years of the FINANCIAL SUCCESS REPORT.	999	5495
✓ TEN OUNCES OF SILVER (Based on a \$5/oz. spot, and includes 10 service fees and 10 year free storage.)	86	86
✓ 1 Convention Discount for Assumes you attend twice the next five years. (Each year you are free to go as many as you want.)	245	490
✓ 1 Discount on a Target Letter (For example-- or Anderson Tax Report.)	30	150
Other Product Discounts (25% off DECISION CHARTS, for example)	73	365
✓ Howard Ruff's OMA Chart Book, covering mutual funds, stock industry groups, and precious metals	29	29
✓ 25% for two on foreign seminars (Assumes you only do this once, although you can attend as many as you like.)	300	300
✓ \$145 discount on Jefferson Institute \$1,450 course	145	145
TOTALS	\$1,007	\$2,060

Possibly the Best Investment You'll Ever Make

By joining the STERLING SILVER CLUB now, you should easily be able to realize \$2,060 in discounts and services

over the next five years--\$1,007 IN YOUR FIRST YEAR ALONE! Plus, if you go to more conventions, more seminars, or use your product discounts more than we have assumed here, you can save even more \$\$\$!

How to Join the STERLING SILVER CLUB

To assure your place in the ranks of the STERLING SILVER CLUB CHARTER MEMBER roster, simply send \$495 with the Club application in the enclosed postage-paid envelope or call the SILVER CLUB desk at 800-654-4455 USA, or 800-654-4456 CA. We can, of course, bill your credit card if you prefer.

Beat the Clock Bonus

If you join the ranks of the STERLING SILVER CLUB within the next two weeks, I'll throw in one more special bonus. I'll buy you a complete 12-tape INVEST FOR SUCCESS tape set (worth \$79). These tapes, conceived and written by the Consultants of the FINANCIAL CONSULTING CENTER, cover 12 specific investment topics, such as: options, pension plans, stocks, real estate, penny stocks, and more. They have been carefully edited and professionally produced.

One Year With Them or Five Years With Us

For the price of a single year's subscription to some newsletters, you can become a CHARTER MEMBER OF THE STERLING SILVER CLUB. Membership is only \$495 for five full years.

Payment Plan

If you'd like to spread your membership fee over three payments, just include \$250 now and we will bill you in two equal payments for the balance. An additional \$25 handling fee will apply when you use this option, making the total membership fee \$520.

So hurry, join the STERLING SILVER CLUB, get your free tape set, and forget about having to renew for half a decade! It could be one of the best investments you'll ever make.

Best regards,

Howard
Howard J. Ruff

P.S. The benefits of joining the STERLING SILVER CLUB are worth at least \$2,060 to you over the next five years, yet are offered as part of this CHARTER OFFER for only \$495. That's a savings of \$1,565. It's almost too good to be true.

MAKING THE SEMINAR WORK **Dan's Checklist Of Critical Items**

1. CLEAR OBJECTIVES

You have to know exactly what you intend to accomplish during the seminar before you can plan the seminar. Conveying certain information is the easy part - what residual effects are desired? Conversion? Product sales at seminar after seminar? Referrals? Etc.

2. PREPARED, PRACTICED MATERIAL

If you have a multi-item list of desired objectives, you can't afford to "wing it" in the front of the room. We can learn from Broadway plays...and from Disney attractions — whenever you can, view the IN SEARCH OF EXCELLENCE Video and pay particular attention to the Guide on the Disneyland Jungle Cruise learning his presentation.

3. TIMING

IF there is a single "secret" to maximum effectiveness in platform selling, it is perfect timing...from beginning to end. Most speakers fight me on this...and most are unwilling to invest the effort necessary to "get it." But those few who do, excel. In my seminars, the material is timed to the minute. If we start at 7-PM, for example, with a particular seminar, I'll be at the exact same place, at 8:10, night after night after night... with less than ten words variance.

4. AGREEMENTS PROCESS WITH THE AUDIENCE

This is an EST Trainer Technique — a definite, detailed set of rules, regulations and carefully defined expectations—an understanding of what will happen....what you will do...and what you expect. When you take control this way at the beginning, you can build on it throughout the seminar to a point of virtual total control.

5. EFFECTIVE USE OF VISUALS AS A CONTROL MECHANISM

There's no better device for mesmerizing and controlling an audience than an overhead projector. Rapid on-off, in itself, is a power technique. I could easily double a speaker's effectiveness in audience control and platform sales purely through coaching in this one area.

6. SPEED OF SPEAKING AND PRESENTING INFORMATION

Most speakers move much, much too slowly. The adult attention span is simply 'terrible. If you go slow, their minds wander and they get almost nothing; it's better to move so fast that they pay close attention and only get half.

MAKING THE SEMINAR WORK

In addition, a wealth of "pre-fab", ready-to-use seminar material of excellent quality is available from the following sources:

- 1) UNIVERSITY ASSOCIATES
8517 Production Ave.
San Diego, CA 92121
- 2) PERSONAL DYNAMICS, INC.
12755 State Highway 55
Minneapolis, MN 55441
- 3) PERFORMAX
12755 State Highway 55
Minneapolis, MN 55441

If you "are interested in the "conversion" and control techniques utilized by such seminar organizations as EST, Lifespring, etc., you will find much valuable information in the following two books: THE TRUE BELIEVER by Eric Hoffer; and HOLY TERROR, both available in bookstores, in paperback. In addition, there is an expensive but thorough "Trainer Techniques Seminar" conducted occasionally by an expert in this type of seminar. If you're genuinely interested in that, let us know and we'll forward your name and address to that company.

Adventures in the seminar trade

AS a frequent seminar leader, sometime seminar sponsor, and a free-lance copywriter with several clients in the seminar business, I'm asked a lot of questions about what works — and what doesn't — in promoting business seminars. Here are some of the most common questions...and the answers.

Q: Why are 11-by-17-inch self-mailers the most frequently used mailing format in promoting public business seminars?

A: Because they work and are cost-effective. At the low mailing quantities typical of seminar promotion, the standard #10 package (letter, brochure, order card, BRE) is too expensive to allow the seminar promoter to make a decent profit.

Q: What percentage response can I expect from my seminar mailing?

A: For a business seminar, one-fourth to one-half percent is typical, with 1 to 2 percent being the most you could hope for on an outside list.

At a response rate of one-half percent, a mailing to 10,000 would bring you 50 registrants.

But the real measure of profitability is how much income, in terms of registration fees, the mailing generates in excess of your direct mail costs. A return of 2:1 over mailing costs is quite acceptable, and 3:1 or better is considered a success.

Q: What are the best months for business seminars?

A: Seminars are held successfully throughout the year, and every expert publishes a list of preferred months that

seems to directly contradict what the other experts say.

My own experience is that the best seminar seasons are March through May and September through mid-November. Summer interferes with vacations and winter brings the danger of cancellation due to bad weather.

Q: How far in advance of the seminar should I mail?

A: I mail my seminar invitations third-class about eight to nine weeks in advance of the seminar date. Based on a thorough study of the seminar mailings that cross my desk, I would say that most arrive in my mailbox four to eight weeks in advance of the date.

Q: How do you design a seminar mailing for maximum results?

A: First, the title is the major design element; it should appear in large type on both the front and back covers of the mailer.

Next, a detailed outline of the seminar content (written in the most promotional language possible) should appear in bullet form in the inside spread and be highlighted in a separate box. I have frequently had seminar attendees tell me they signed up for my seminar because of a single bullet item that appeared in this list.

Beyond that, your best bet is to save all the seminar mailings you receive and study the formats of the ones that you receive over and over. These are the proven winners that have developed a copy and graphic approach that works, and you would do well to learn from their success.

Q: Must I offer a book, workbook, or manual to attendees?

A: Most seminar leaders recommend this, but I hold a contrary opinion. I distribute my print material as handouts which are given to the attendees piece by piece as the seminar progresses. At the end of the program, attendees perceive that they've been given more material and that adds up to fewer pages than most workbooks. Also, the danger

of handing out a manual is that people will sit and read the manual and ignore (he speaker.

Q: My goal is primarily to sell my professional services. Do paid seminars lead to additional business?

A: They can, but not to the extent you imagine. While I do get requests for consultations from seminar attendees, they are usually individuals and small firms wanting to buy an hour or two of my time. Seminars tend to draw more "do-it-yourselfers" than potential-clients, although even one new account from a seminar can more than triple your profits and justify the time and effort spent promoting it.

A: What about free half-day seminars to demonstrate my product or service to potential buyers?

A: They're called "invitational" and they do work. One colleague, a management consultant, mailed 100 personalized letters inviting corporate training managers to attend a free three-hour invitational. Mailing cost was under \$100, response was 10 percent, and of the 10 people who attended, one became a client who gave the consultant an immediate \$7,000 in business. And for manufacturers and software companies, product demonstrations labeled as seminars also work well in the half-day format.

Q: Do celebrities, personalities, or other well-known speakers help draw people to the seminar?

A: Yes, but only if they are truly big names. One client of mine recently sponsored a lunch seminar at which Bill Gates, chairman of Microsoft, was the speaker. The seminar invitation consisted of a card listing only the location, date, and the fact that it was a lunch with Bill Gates. Result* A banquet room packed to overflowing with busy MIS vice presidents and DP managers. ■

We have over 20 thousand tapes on-file in our Audio/Visual department library. Call me at (516)7464700 today! We probably have that tape you were looking for.



Robert Bly is a free-lance copywriter specializing in business-to-business and direct response advertising. He writes ads, brochures, direct mail packages, and sales letters for more

than 75 clients nationwide including Prentice-Hall, Grumman Corporation, Sony, On-Line Software, Digital Linguistics, and Philadelphia National Bank. He is also the author of 17 books including *The Copywriter's Handbook* (Dodd, Mead). Bly can be reached at 174 Holland Ave., New Milford, NJ 07646 — 201/599-2277.

**EXAMPLES TO LEARN FROM –
From my SuccessTrak Seminar & Product Business**

1. A POSTCARD MAILING - offering our "free introductory seminar" on audio cassette. This is very, very similar to the postcards and direct-mail flyers used to promote the actual seminars.
2. BIRTHDAY CARD PROMOTION PIECE — this was a "gimmick" used to get through the receptionist to the Doctor. The outer envelope was addressed to the dental assistant; inside was this card with the seminar flyer folded in fourths, inside the card. Frankly, I thought it was brilliant, but tested against just mailing the flyer alone, the difference in response was negligible, but the cost significantly higher.
3. \$595-SEMINAR LETTER - printed on bright orange paper; sent only to a select house list highly responsive buyers. Pulled about a 12% response.
4. MEHJIA AD - in the "trade newspaper" of the chiropractic profession. The main intent of this ad is pure "recognition", to support a very heavy direct-mail campaign to this same publication's subscribers during the same time period. However, it paid for itself in direct enrollment activity, too.
5. PLATFORM SELLING "FORM" ADAPTED TO DIRECT-MAIL — this is the piece enclosed with a free audio cassette, essentially duplicating the sales process of the introductory seminar.
6. 2ND PARTY SALES LETTER - this is from 1990. Highly effective. This was sent to house list customers who had failed to respond to a prior mailing, offering a new \$899 video product. Anytime you can get a sales letter sent from an enthusiastic client, on his signature, you ought to do it.

#6 represents an immensely valuable marketing "secret" that you should be able to apply to many opportunities in your business.

▶▶ Please start reading here:

THOUSANDS OF DOCTORS HAVE ALREADY APPLAUDED marketing-consultant Dan S. Kennedy's Seminar:

PROFESSIONAL PRACTICE PROMOTION
The only A-to-Z Seminar exclusively devoted to Practice Growth!

This Is The Only **FREE** Cassette Preview **INVITATION** You Will Receive

HEAR THIS SEMINAR ON CASSETTE, FREE, WITHOUT OBLIGATION!

You will not be asked to enroll in seminars or sign up for expensive practice management services. You may hear the Cassette, after hearing it, and owe nothing! The Cassette will include a brief commercial message on behalf of a monthly educational service in which you may be interested.

(Continued On Other Side Of Card)



Dated Priority Information for:

PLEASE NOTE
NEW LOCATION
5818 N. 7th ST. SUITE 103
PHOENIX, ARIZONA 85014

SUCCESS TRAK, INC.
8350 N. 7th STREET
PHOENIX, ARIZONA 85020

Dan Kennedy is an author, professional speaker and consultant who has helped thousands of Doctors increase referrals and improve results from advertising. He'll share ideas proven-in-use by many successful Doctors!

You're Invited To A
FREE SEMINAR
On Cassette Tape
Exclusively For Doctors Of
Chiropractic and Dentistry

you'll discover

- **Jagie Keys To Big Practice Growth**
- **A Secret From Walt Disney For Increasing Referrals**
- **Better Payback From Advertising Expenditures**
- **How To Double The Practice With "Internal Marketing"**
- **Exactly How Super-Successful Doctors Have Used Dan Kennedy's Ideas And Methods**
- **The Answer To All Competition**
- **The Single Best Way To Increase Referrals**
- **A Crash Course In Advertising Psychology**
- **Gaining Greater Staff Enthusiasm and Cooperation**

**the one speaker
you must hear
this year!**

- Professional speaker since 1978
- Former owner of an advertising agency
- Member— National Speakers Association
- Member — Direct Marketing Association
- Shared platform with many famous speakers, including Foster Hibbard and Charles 'Tremendous' Jones
- "Standing Ovation" at the prestigious Parker Foundation School Of Success
- Has helped hundreds of Doctors improve their Yellow Pages ads, newsletters, direct-mail, etc.
- Has a full understanding of methods of increasing new patient flow proven by successful Doctors

Throughout the United States and Canada,
Doctors praise this great Seminar!

- | | | | | |
|----------------------|----------------------|-------------------------|------------------------|-----------------------|
| • Atlanta, Georgia | • Chicago, Illinois | • Greenville, S. C. | • Miami, Florida | • Pittsburgh, Penna. |
| • Birmingham, Ala. | • Denver, Colorado | • Houston, Texas | • Montreal, Canada | • Richmond, Virginia |
| • Boston, Mass. | • Detroit, Michigan | • Indianapolis, Ind. | • Nashville, Tennessee | • St. Louis, Missouri |
| • Calgary, Canada | • Edmonton, Canada | • Jacksonville, Florida | • New York, N. Y. | • Toronto, Canada |
| • Charlotte, N. C. | • Fresno, California | • Kansas City, Kansas | • Omaha, Nebraska | • Vancouver, B. C. |
| • Chevy Chase, N. J. | | • Los Angeles, Calif. | | • Washington, D. C. |
- and over 75 more

"I really enjoyed your Practice Building Program. It's adding to our overall change and growth."

— Dr. Thomas Henderson
Loridown, New York

"I enjoyed your seminar in San Jose on February 10. You gave me a lot of good ideas."

— Dr. Robert F. Wick
Hayward, California

"We have implemented many Success Trak ideas and are pleased with the results."

— Dr. Donald J. Tobias
Pleasanton, California

"I had the pleasure of hearing your Orlando, Florida presentation a few weeks ago. I'd like to tell you that it's made a difference in our staff already! I would be pleased to act as a reference for your program in the future."

— Dr. Don Long
Tampa, Fla

"Just a note to say thanks for your quality, success oriented information. I can't tell you how much you've impacted my practice."

— Dr. J. J. Toms, Jr.
Tampa, Fla

**THIS SEMINAR IS NOT COMING TO YOUR AREA —
BUT YOU CAN HEAR IT ON CASSETTE TAPE!**

HOW TO RESPOND

CALL TOLL-FREE 1-800-223-7180
(Arizona Doctors Call Collect 602/997-7707)

THERE IS NO COST TO HEAR THIS SEMINAR-ON-CASSETTE

We do require a \$15.00 Deposit for the Cassette. This Deposit is refunded when you return the Cassette within 30 days of receipt. Deposit may be made by phone with VISA, MasterCard or American Express or by sending a check to:

SUCCESS TRAK, INC
8350 N. 7th Street
Phoenix, Arizona 85020

ABOUT SUCCESS TRAK, INC.

In just 3 years, Success Trak, Inc. has become the largest seminar and publishing company exclusively serving Doctors of Chiropractic and Dentistry throughout the United States and Canada. To introduce you to Success Trak, we have condensed our most popular 3-Hour Evening Seminar, **PROFESSIONAL PRACTICE PROMOTION**, onto a 90-Minute Audio-Cassette, which you may hear at no charge (refundable deposit required). We have presented nearly 500 seminars, been praised by thousands of Doctors and have hundreds of letters on file like those shown above — including many reporting doubling or tripling practices! Our Seminars are not coming to your area, but you can still "attend" via Audio-Cassette.



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Printed in Japan



To The Dental Assistant Or Office Manager:

It may not be your birthday, but I've used this card to get your attention because I have something very important to share with you.

Most Dental Assistants tell me it's more enjoyable and rewarding to work in a busy, thriving, **growing** practice. Well, what I do is help Doctors and their teams get lots and lots of quality new patients — starting with my **free 3-hour "Professional Practice Promotion" Seminar!**

The enclosed information includes a **free Seminar Invitation**. Now, I need to ask for your help — *please bring this to the attention of the Doctor*. Please encourage the Doctor to take a close look at all the information I've enclosed. It just may help your office reach some exciting goals.

Thank you very much!



PS: Staff Members have a great time at my seminars, too, so please come along! (With the Doctor — the Doctor must attend.)

Bubbling with Birthday wishes.

ALERT:

**Only A Maximum Of 25 Doctors
Very Seriously Committed To
Dramatic Growth In Their Practices
Will Attend Dan Kennedy's
2ND
2-1/2 Day
"PRACTICE PROMOTION BOOT CAMP"**

In February, Dan Kennedy will lock himself and no more than 25 Doctors up in a meeting room for an intense, concentrated 2-1/2 days of work only on Practice Promotion Strategies. This is much, much more than 'just another seminar' — here are just a few of the most important differences:

- 1) Over 25 specific topics, all exclusively related to increasing new patient flow and practice income, will be presented in detail, then discussed in "open forum." Whenever possible, each topic will include case histories and examples.
- 2) The group will examine and discuss over 50 different samples of ads, mailers, brochures, hand-outs and other promotional media for a total understanding of what works, what doesn't, and why.
- 3) Each Doctor's (your) major reasons for attending — your "burning concerns"— will be directly and* specifically addressed. At the beginning of the Boot Camp, the group will work with Mr. Kennedy to build the Agenda!
- 4) There will be plenty of time for Questions and discussion
- 5) Each Doctor - you will leave the Boot Camp with definite, written priorities, plans and schedules for implementing at least 7 strategies to increase the practice.

You are, of course, already familiar with Dan Kennedy and his work in the field of Practice Promotion, so a lengthy dissertation of his credentials should not be needed for you to make this decision. Let's just remember two things:

- There is probably no other individual with the advertising/marketing background and the years of experience in coaching Doctors on this one subject: Practice Promotion. Dan Kennedy's expertise is unmatched.
- Most of the Doctors receiving this announcement have never had an opportunity to work with Dan Kennedy in a true teaching, consultative environment. (At the evening SuccessTrak Seminars, his emphasis has been on introducing a quantity of ideas, an overview to facilitate selling the SuccessTrak Audio Series. The same thing is true about his appearances as a guest speaker at Parker, other management groups and association meetings. And his delivery of detailed how-to information via his cassettes, while perfect for spaced repetition learning, is limited by being only one way communication.) Only here in the special Boot Camp environment can real dialogue take place!

Please do NOT attend:

- if you are NOT prepared to engage in open, frank discussion and idea-sharing....
- if you are NOT seriously interested in doubling or tripling your practice
- if you want an excuse to 'play*' for a weekend....
- if you have somehow received this announcement without first owning and using Mr. Kennedy's

cassettes.....

If you ARE ready for a hands-on, sleeves-rolled up work session on practice growth, then there is no better investment of 2-1/2 days than this Boot Camp. The partial list of planned topics (below) undoubtedly contains items of great benefit to you.

Now, the cost: \$595.00 covers the 2-1/2 day Boot Camp registration for yourself plus, if you wish, your spouse or an associate Doctor or key staff person from your practice, a sleeping room for two, and lunch Saturday and Sunday, plus a special Marketing Wizardry Library of selected books and materials, including HOW TO WRITE MILLION DOLLAR SALES LETTERS. Pay half of the fee immediately, to secure your place, then the other half at the Boot Camp. Or pay in full immediately and we'll pick up the tab for your Saturday evening dinner, too. **THE LIMIT IS: JUST 25 DOCTORS, so you must respond immediately! Call 602/997-7707 to register with VISA, MasterCard or American Express.** Please do not send a check without calling first.

The Boot Camp will be held in Phoenix in February (call for dates) beginning with a Friday evening session from 7:00 to 9:30, then: Saturday 8:00 AM to 12 Noon and 1:30 PM to 7:00 PM; Sunday 8:00 AM to 11:30 AM and 1:00 PM to 3:00 PM. In total, nearly 17 actual in-session hours.

If coming in from outside the Phoenix area, you might want to take the opportunity to enjoy our fantastic Valley Of The Sun weather by arriving a day or two early.

Do NOT miss this opportunity!

PARTIAL LIST OF BOOT CAMP TOPICS

- understanding, then developing your Unique Selling Proposition
- The Ten Commandments Of Patient Goodwill
- using the Ladder of Relationship Development to increase referrals (double or triple!!!)
- Networking for new patients - The "Contact 30 Challenge"
- Best & Worst Places & Ways To ADVERTISE
- Corporate and Special Interest Group Marketing: how to grab groups of new patients
- 9 Steps To A Marketing Oriented Office
- in-depth examination of The Referral Promotion Tool Kit
- Yellow Pages Advertising Make-Overs - 6 Power Keys To Effective Advertising
- Attracting Higher Quality Patients

WE WILL DO MORE WITH THE SINGLE FOCUS OF ATTRACTING MORE NEW PATIENTS IN THIS BOOT CAMP WITH THIS AGENDA PLUS THE TOPICS ADDED TO IT BY YOU AND YOUR COLLEAGUES THAN MOST PRACTICE MANAGEMENT PROGRAMS CAN DO IN A YEAR!!!! ANH YOU WILL LEAVE WITH A PLAN OF ACTION TO IMPLEMENT AT LEAST 7 STRATEGIES TO INCREASE NEW PATIENT FLOW RIGHT NOW! You only need to get 1 or 2 more new patients than you otherwise would have obtained to re-capture the entire cost of this Boot Camp, however you should be able to attribute an increase in new patients of at least 25% to as much as 200% over the next 6 months to the plans you develop in this Boot Camp. Can you afford NOT to be in this select group?

CALL TODAY: 602/997-7707 or Toll-Free: 1-800-223-7180!

SPINE seminar for "first-time" doctors is \$295. Doctors repeating this seminar, full-time chiropractic college faculty, students, non-chiropractor spouse/guests, and CAs pay only \$95 each.

Prices shown below are PER PERSON, double occupancy.

Sunday afternoon, February 23rd (after the SPINE seminar) the group leaves from Honolulu airport for the short flight to the island of Molokai, and look what that package includes for each ADULT couple:

An air-conditioned AVIS compact car, from Sunday, February 23 to March 1. You get unlimited mileage and pay only for gas, insurance and dry upgrade. A flower Hawaiian lei greeting at the hotel. All your baggage handling tips in and out of the hotel, all tips therein. Six nights at the beautiful Sheraton Molokai, double occupancy, with children under 18 in the same room FREE. The Sunday night Welcome Cocktail Party. The

faculty member or student sharing with Spouse/guest... \$579 for faculty member or student and \$597 per spouse/guest.

Faculty member or student, sharing with another faculty member or student... \$659 per faculty

with their spouse/guests paying \$95.

When you start telling your patients about the three brilliant doctors you are going to be studying

2466

HAWAII
Cont'd. on Next Page

SUCCESS TRAK, INC. SAYS "THANK YOU"

to all the Doctors of Chiropractic who attended our Seminars nationwide in 1985. We invite all Doctors to attend our FREE SEMINARS in 1986. Watch for our Brochure in your mail or call our office for information; (602) 997-7707.

Partial Schedule For Early 1986

SEMINARS PRESENTED BY FOSTER HIBBARD

FEBRUARY TOUR		MARCH TOUR	
Alamandis, Virginia	Tues., Feb. 18	Jacksonville, Florida	Mon. Mar. 10
Richmond, Virginia	Wed., Feb. 19	Orlando, Florida	Tues. Mar. 11
Norfolk, Virginia	Thurs., Feb. 20	W Palm Beach, Florida	Wed. Mar. 12
Raleigh, North Carolina	Fri., Feb. 21	Miami, Florida	Thurs. Mar. 13
Greensboro/Winston-Salem, N.C.	Sat., Feb. 22	St. Petersburg, Florida	Fri. Mar. 14
Charlotte, North Carolina	Mon., Feb. 24	Tampa, Florida	Sat. Mar. 15
Columbia, South Carolina	Tues., Feb. 25		
Savannah, Georgia	Wed., Feb. 26		

SEMINARS PRESENTED BY DAN KENNEDY

FEBRUARY TOUR		MARCH TOUR — continued	
San Jose, Calif.	Mon., Feb. 10	Nashville, Tennessee	Thurs. Mar. 6
San Francisco, Calif.	Tues., Feb. 11	Atlanta, Georgia	Fri. Mar. 7
Sacramento, Calif.	Wed., Feb. 12	Birmingham, Alabama	Sat., Mar. 8
		Montgomery, Alabama	Mon. Mar. 10
		Tallahassee, Florida	Tues. Mar. 11
		Mobile, Alabama	Wed. Mar. 12

Success Trak, Inc. exclusively provides seminars on practice-building and publishes educational materials for Doctors of Chiropractic and Dentistry.



FOSTER HIBBARD
famous lecturer to the profession's leading authority on the Napoleon Hill philosophy presents **PROSPERITY IN YOUR PRACTICE**



DAN KENNEDY
expert marketing consultant! Author, bestselling book **Loney Business Success** presents **ADVANCED PRACTICE PROMOTION**



atient with
problem is a
LOW CUSTOMER!



ur position design for variety of uses •
reps cool and resists breakdown • Pre-
• Fits natural neck contour to maintain
on • Relaxes muscles, releases tension
lway • Large size for freedom of
er 6 or more **NECK-EASE®**

Activator Table

Model 657 Featuring
Automatic Drop-Away Footboard

- All mechanical drives with safety switch
- Tilt and elevating features operated individually or simultaneously
- Safe recessed controls on both sides of the table
- Casters give mobility at lowest position; table remains stable on four point leg suspension when elevated



The Success Trak® Audio-Cassette Learning Series On
SUCCESSFUL PRACTICE PROMOTION
 by consultant Dan S. Kennedy

A 12-Month Subscription To Ideas And Methods Certain To INCREASE YOUR PRACTICE

Success Trak, Inc.'s Audio-Cassette Learning Series has been researched, recorded and produced exclusively for Doctors of Chiropractic and Dentistry, and deals exclusively with proven, ethical, innovative practice-building methods. In only its 3rd year, Success Trak, Inc. already has thousands of Doctors as subscribers to this unique service — enthusiastically reporting great results!

The 12-Month Cassette Series includes these Programs:

- **PROFESSIONAL PRACTICE PROMOTION** (4 Cassettes), featuring 6 Fundamentals of Practice Promotion; Secrets of Stimulating Referrals; 28 Proven Promotional Methods, including low-cost and even no-cost marketing methods; tips on advertising; all selected and condensed from two all-day seminars on promotion.
- **WINNING TELEPHONE TECHNIQUES FOR THE CHIROPRACTIC OR DENTAL OFFICE** (3 Cassettes), featuring overcoming phone fears; creating better patient control and flow; increasing re-call success; avoiding cancellations; getting new patients easier and many other topics cover handling of difficult situations, problems and complaints.
- **CREATIVE PRACTICE-BUILDING** (6 Cassettes) based on Mr. Kennedy's weekend Seminar on creativity and promotion skills for Doctors. These Sessions include: how to develop Community Prominence; how to develop a High Referral Rate; publishing and profiting from your own Newsletter; creating a successful Practice Environment; and much more. Also included, in-depth discussion of how a Dentist 10-timed his practice in one year without increasing his ad budget! — plus other case history examples.
- **ENTREPRENEURIAL THINKING AND SKILLS FOR THE PROFESSIONAL** (2 Cassettes) covering business and financial aspects of practice and practice promotion.

If you obtained this material by attending Mr. Kennedy's Seminars, you would have spent \$795.00 in enrollment fees alone and would not have the benefit of "Spaced Repetition Learning" provided by the Audio-Cassettes. There is simply no greater value in practice-building education available today than this Program.

For 12 Months You'll Be Receiving A Fresh, Monthly Supply Of Practice-Building Methods From Expert Idea-Reporter DAN S. KENNEDY

Thousands of Doctors have attended Mr. Kennedy's Seminar, utilized his Cassette Programs and praised the straightforward, practical, dynamic quality of the information he presents. It's now routine for a Doctor to say he got more 1-2-3 how-to material in an hour with Mr. Kennedy than in days of seminars with other speakers! Mr. Kennedy is the former owner of an advertising agency; expert in marketing professional services; a successful executive/entrepreneur; and a prominent Member of the National Speakers Association — presenting over 100 speeches and seminars every year since 1978. He has shared the platform with a number of top motivational speakers popular in the Chiropractic profession, including FOSTER HIBBARD and CHARLES 'TREMENDOUS' JONES, although Dan Kennedy is best-known for his pragmatic, factual, how-to presentations on practice-building. You WILL PROFIT from Mr. Kennedy's teaching, too.

MONTH ONE Part I & II of <i>IDEA MANUAL</i> Session One* of <i>PRACTICE PROMOTION</i>
MONTH TWO Session Two of <i>PRACTICE PROMOTION</i> Session One of <i>WINNING TELEPHONE TECHNIQUES</i>
MONTH THREE Session Three of <i>PRACTICE PROMOTION</i>
MONTH FOUR Session Four of <i>PRACTICE PROMOTION</i> Session Two of <i>WINNING TELEPHONE TECHNIQUES</i>
MONTH FIVE Session One of <i>CREATIVE PRACTICE-BUILDING</i>
MONTH SIX Session Two of <i>CREATIVE PRACTICE-BUILDING</i> Session Three of <i>WINNING TELEPHONE TECHNIQUES</i>
MONTH SEVEN Session Three of <i>CREATIVE PRACTICE-BUILDING</i>
MONTH EIGHT Session Four of <i>CREATIVE PRACTICE-BUILDING</i>
MONTH NINE Session Five of <i>CREATIVE PRACTICE-BUILDING</i>
MONTH TEN Session Six of <i>CREATIVE PRACTICE-BUILDING</i>
MONTH ELEVEN Session One of <i>ENTREPRENEURIAL THINKING AND SKILLS FOR THE PROFESSIONAL</i>
MONTH TWELVE Session Two of <i>ENTREPRENEURIAL THINKING AND SKILLS FOR THE PROFESSIONAL</i>

*Each "Session" is a Cassette Tape

A Remarkable Record Of Great Results — Thousands Of Doctors Applaud Dan Kennedy's Seminar Cassettes

- ★ 87% report specific practice growth
- ★ 74% report significant increases in referrals
- ★ 92% report personal or family-related benefits
- ★ 83% report... of involve-
- ★ 98% i - 380 - iction

For Only \$399.00, You Receive

- A total of 15 Cassettes, delivered during 12-months, in the sequence listed at the left.
- The Success Trak *IDEA MANUAL* — Part I and Part II. This Manual includes Reference Notes, Instructions and Actual Examples of effective professional brochures, newsletters and more!
- The Success Trak Newsletter — 4 times a year.
- **BONUS***: Mr. Kennedy's best-selling 6-Cassette Album on personal growth, persuasion, management and goal-setting: *WHY PEOPLE FAIL* (an \$85.00 value).
- **2nd BONUS***: Mr. Kennedy's bestselling book: *KENNEDY ON MONEY/BUSINESS/SUCCESS*.

SUBSCRIBE TODAY!

Return this Enrollment Form. Allow 10 days to receive your Confirmation Letter, Bonus Album, Bonus Book and Month One.

Yes — I want to enroll in the Success Trak Audio-Cassette Learning Series On *SUCCESSFUL PRACTICE PROMOTION*!

Your Name _____
 Ship-To Address _____
 City _____
 State _____ To _____

\$399.00 Payment by:
 Check Money Order
 VISA MasterCard American Express
 Diners Club

Card No. _____
 Expiration Date _____

SEND ORDER TO:
SUCCESS TRAK, INC.
 8350 N. 7th Street
 Phoenix, AZ 85020
 Or — with credit card —
CALL 1-800-223-7180

*These extra Bonuses normally given at Success Trak Seminars. However, by ordering immediately, you will receive this valuable Bonus — at only a \$27.00 value.



Dear Doctor,

My name is David Lehew. My wife, Patti, is a Chiropractor. I manage our office and have other business interests.

Our first full year in practice, we did \$185,672.94 in business. I guess this is not Guinness Book Of World Records noteworthy, but it is considerably more than we honestly had hoped to do. Now we're on schedule to break \$245,000.00 this year (a 50% increase!). A great deal of the credit for all this goes to the ideas, recommendations and promotion strategies of my friend, Dan Kennedy.

You already know Dan. If you're reading this letter that means you are a subscriber to his Practice-Building Secrets Letter (as we are) and you probably have some of his audio tapes (we have them all!). You probably know, then, that Dan is one of the most respected, highest-paid, "hottest" direct marketing consultants in America. His newest book: The Ultimate Sales Letter is on the shelves of bookstores nationwide and selling like hotcakes — because he knows his stuff.

Dan, "Patti and I have spent many hours talking about the very best practice-building strategies. I've spent long hours listening and re-listening to Dan's tapes, taking notes, and figuring out how to apply his ideas. I've already told you of our results, and, at Dan's seminars I've met many other doctors who have enjoyed practice increases of 30%, 50%; even 100% — and attribute it to Dan's strategies.

Now, finally, Dan has taken his very best strategies, his most powerful information, and his most recent discoveries and put it all together on VIDEO. Personally, I can't wait to get my hands on these Videos, for these reasons:

- 1) Listening is fine, but seeing and hearing is the fastest, most powerful means of "getting" new information.
- 2) I can use these Videos in our staff meetings — getting every member of our team 100% "in tune" with what we're doing and why we're doing it. As you know, taking entire staffs to seminars is a costly proposition. Now I can bring the seminars to them, at our convenience.
- 3) Since a few small parts of these Videos have been filmed here in our offices, and Dan and I have talked about how these Videos could best meet doctors' needs, I'm privy to the fact that, in these Videos, Dan has done a herculean job of pulling together and organizing all of his best, proven success ideas into simple, practical, ready-to-use action step's. We're going to watch a Video; choose a strategy implement that strategy immediately!

Frankly, we're only using some of Dan's strategies and suggestions right now. We could

CONTINUED/OTHER SIDE9

do more; we could do a lot better. Patti, I and our staff are excited about doing just that — in an efficient, practical way, with these new Videos.

So, why have I written to you?

I suggested this idea to Dan, as a way Patti and I might say "thanks!" for all his help. I thought you might like to hear directly from a colleague about the potential value of this new Video System. And I will categorically state: watch these Videos and you'll know more about practice promotion than 98% of all the other doctors around you.

Use this Video System as Dan suggests, and you'll see dramatic growth in your practice. Give Dan's Videos your attention as they come to you....view each one yourself a few times, take notes, discuss it with your spouse, share it with staff ...and watch your new patient numbers climb!

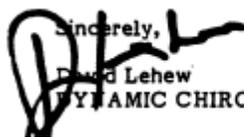
Keep in mind that, because this is Video, Dan is going to show you exactly how to implement his ideas...how to improve your advertising...how to make your office environment stimulate referrals...and much, much more.

About the investment

I bought our first set of Dan Kennedy audio-tapes in the very first days of our practice, when we "couldn't afford to pay attention!" We are eternally glad that we "bit the bullet" and made that investment. If the cost of this new Video System is a bit of a stretch for you, I can only encourage you to go ahead and stretch. It'll pay for itself many, many times over. Actually the first new patient you get as a result of using this System should pay for it.

Of course, Dan's company guarantees your satisfaction, so there's zero risk. How many other investments do you know of with true Zero Risk?

If you've got the brochure about this, I urge you to get it out, review it, and call Dan's office to subscribe to this Video System immediately. If you've misplaced the brochure, call and get another one. (1-800-223-7180). Match an open, progressive mind; a desire for growth; and your team's enthusiasm with the information in these Videos and you are bound to set some new practice records!

Sincerely,

David Lehe
DYNAMIC CHIROPRACTIC CENTER

PS: If you already have all the new patients you can handle, maybe this isn't for you.

But that's the only reason I can think of for missing out on this totally guaranteed Video series — having Dan personally show you how to use his acclaimed ideas and strategies.

402 N. CENTRAL. #8 • PHOENIX. AZ. 85020

Section Nine

THE INFOMERCIAL BUSINESS: HOW TO MAKE MONEY SELLING YOUR INFORMATION ON TELEVISION



*"A new survey just released turns up some interesting facts
about what people would like to see on TV."*

WARNINGS RE. SECTION ON THE INFOMERCIAL BUSINESS

The Infomercial Business is such a dynamic, rapidly changing industry that what was true yesterday may not be true next week. Most of the material that follows is valid as a foundation for understanding, but, frankly, do include dated references, as much of this was written several years ago. I have also included a copy of my booklet about the infomercial business. And you'll find more information in my book "How To Make Millions With Your Ideas."

Edited transcript of my speech from The Key West College Of Millionaires direct marketing conferences:

THE INFOMMERCIAL BUSINESS

I am going to assume that you are somewhat familiar with what this is; a 30-minute commercial; and how it came to be. I will, at the outset, tackle an issue that seems to be very important to most people — spelling. Some call this thing an info-commercial or info-commercial. These are not the industry standard terms. Many insist on spelling it 'infomercial' with one 'm'. This, too, is wrong. Because it is a merged contraction of 'information' with 'commercial', and 'commercial' has two 'm's' not one, the correct spelling is 'infommercial' with two 'm's'.

It started out as a way for people who couldn't spell much of anything to make a helluva lot of money in a hurry. One of the old get-rich-in-real-estate circuit speakers pretty much started it all, then most of his peers rushed after him. For a brief time, the infommercial consisted of one of these guys standing in front of an audience and a camera 'pitching' just like they did at their seminars. It cost next to nothing to produce the infommercial, time was cheap, and fast fortunes were made, squandered and made again. In case you are thinking that this is a place where you can still get rich quick, let me disillusion you. Those days are gone, gone, gone.

First of all, you can't get away with those kind of cheap production standards. I'd guess the 1990 industry average for an infommercial production budget was around \$50,000.00, and the trend is to go in at \$75,000.00 to \$100,000.00. This is attributable to the demands of the stations, the involvement of celebrity hosts, and the egos of many of the people involved — who have started to believe they're really film-makers. It isn't about to reverse itself. Second; most of the get-rich pitches that made this business its first few years wouldn't get on the air today. Third, air time is very, very expensive. It is an entirely different business in 199% than it was in 1986; in 1986 it was a different business than in 1983. And, as a result, the earliest pioneers are pretty much gone. A few rich, most broke.

There are four good reasons to do an infommercial today. They are:

1. Massive-exposure, fast. Tony Robbins is a household name. Mike Levy of 'Amazing Discoveries' is darned near as well-known as Johnny Carson. Infommercials penetrate millions of households overnight, then repetitively.
2. Massive 'recognition', fast. The repetitious exposure to those millions of households in a very condensed period of time causes recognition. That "as seen on TV" recognition then has value in other* media and other marketing arenas. The "Amazing Micro-Diet" infommercial, for example, has built a huge distributor network.
3. Mailing list built, fast. In conventional mail-order it costs money to acquire customers. Both new and established mail-order companies of all types and sizes lose money on the first sale in order to "get" a customer. If this is a surprise to you, this material is too advanced for you; you need to return to mail-order '101'. I'd guess the typical mail-order marketer loses anywhere from \$5 to \$30 on the first sale; he invests that much in acquiring a new customer. That means, if an infommercial can deliver, say, 100,000 new customers at zero cost to the company, that's the same as making \$500,000.00 to \$3,000,000.00.

Now don't underestimate the importance of that point. There are infommercials running now and

there will be mine in the future where the primary entity involved is just breaking even or even losing a buck or two on each sale made by that infommercial. They are there because they are acquiring customers for less money than by any other means.

4. Direct, passive income. Remember, ten years ago, the direct income would have been number one of these four, right on top of the list. Today, it's fourth of four. You can still make a lot of money with a big hit. An infommercial like Richard Simmons' Deal A Meal Show or Guthy-Renker's Tony Robbins Show made people rich right out of the box.

And we all try' to hit these kinds of successes.

But it's not necessary to have such a blockbuster in order to have a successful infommercial. What is a successful infommercial? One that meets every involved party's objectives to a degree sufficient enough to stay on the air.

Before going farther with numbers and how-to's, let me give you a thumbnail sketch of the industry as it is today. There are a handful, maybe a few more "big players." These companies produce some infommercials, joint venture some, buy big blocks of air time and air most of the infommercials. There is Synchronal, in the business more than 5 years, and I believe at over 200-million in revenue from infommercials. Synchronal's recent successes include the 'how to play the piano overnight' infommercial with Alex Karras. They also air a lot of other peoples' infommercials.

There's American Telecast, I believe to be near 200-million dollars. The Richard Simmons infommercial and the Victoria Jackson cosmetics infommercial are theirs. I believe they have the most lavish production budgets, take the longest to do one, and take fewer chances than anybody in the business.

There's Media Arts, I believe to be around 85-million dollars in yearly revenue. They're sort of the grand-daddy. Their former owner put up the money and produced one of the very first, maybe the first get rich in real estate infommercial, really seminar on TV. His name is Ray Lindstrom. He sold out and I understand is making another fortune in the 900-number chat lines. A friend of mine, a speaker, Keith DeGreen did several infommercials with Media Arts about five, maybe six years ago, and I was the "guest" on one, selling a course on buying going businesses with no money down. I met Pam Daily then; she has since left Media Arts; and, recently, I worked with her on a couple'projects for Guthy-Renker. I also wrote commercial inserts for an infommercial she-produced last year, selling a course for fisherman by some whiz who can teach you "how fish think." I swear. Anyway, Media Arts recently hit home runs with the whole series of 'Amazing Discoveries' infommercials — really state fair pitchmen and products brought to television. You know, the car polish they set on fire, the Euro-Painter. Media Arts also had the great pleasure of being 'targeted' by 'ABC News' 20/20 program, doing a report on infommercials, and may — note I say: may — have gotten caught rigging their product demos. I understand the FTC is there right now, making a case. It will be bad for them and actually bad for the industry. I hope it's not true. But I suspect it is. By the way, you know Volvo just got caught, rigging the demos in their TV commercials. It barely made the news for a day. Wait until you see how much more ink this disaster gets if and when it happens.

Then there's Quantum Marketing, I'd guess in the same 85-million dollar a year neighborhood or

more in pure infommercial revenue. One driving force at Quantum is Kevin Harrington, a very skilled finder of demo-able products. His hand-held mixer infommercial — the one that makes whipped cream out of skimmed milk — has sold a ton of mixers. I've worked with Earl Greenburg at Quantum on a few projects. But I do not know them or their business well at all.

There's Guthy-Renker Corporation, also in that 85-million neighborhood. I work almost exclusively with Guthy-Renker, in some ce-es a hired gun, in other cases an independent executive producer bringing them an infommercial to air. I am in this business thanks to Bill Gunthy and Greg Renker. My first involvement was doing a product/premium/offer and commercial "fix" on their successful, but then waning Think And Grow Rich' infommercial. Since then, in one way or another, I've been involved with just about every one of their infommercials.

I want to insert sort of a "plug" here and tell you that Guthy-Renker is, in my opinion, the true class of this all-too-often class-less business. Gary Halbert says there are very few 'real people' in it. Well, these guys are real people. They can be trusted. And that says a lot. I was at the first meeting of the newly-formed National Infommercial Marketing Association in Washington DC and I noticed, at the cocktail party, that everybody kept counting their fingers after shaking hands with each other.

Now let me tell you about the risk of this business. The industry average is about one winner for every ten attempts. Nine out of ten infommercials bomb. I can get better odds at the track and so can you, so you need to know how to reduce that risk, and I'm going to tell you that as we go along. The first answer is to have me involved because my batting average is much better than the industry average, although still frustrating to me. Here's the Dan Kennedy Scoreboard:

WINNERS

1. THINK & GROW RICH
2. THE MENTAL BANK BREAKTHROUGH
3. ENTREPRENEUR PRESENTS: BE YOUR OWN BOSS
4. THE GOLDEN OPPORTUNITIES SHOW
5. SAM PITTS' DAILY CASH IN YOUR MAIL-BOX

LOSERS

1. MORTGAGE ACCELERATION PLAN
2. GET INTO THE 900# BUSINESS
3. END BACK PAIN FOREVER
4. THE INFINITY CHAIN SHOW

UNDECIDEDS

1. ACNE-STATIN
2. BASEBALL CARD COLLECTING
3. LITERACY PROJECT
4. BRIAN TRACY'S MAXIMUM PERFORMANCE SYSTEM
5. "PMS"
6. PSYCHO-CYBERNETICS

And, as of this date, I've got four more in production.

Now let me tell you a little bit about each of these, but note - I've got a 5 out of 9 record. That's why you shouldn't do one of these things without me.

First, THINK & GROW RICH - more about this later. Second, THE MENTAL; BANK BREAKTHROUGH, hosted by Florence Henderson, who is a lovely lady, a real pro, and was an absolute joy to work with before and on the taping date. You know her from The Brady Bunch or her highly-rated talk show on The Nashville Network.. This infommercial has aired for months now, is still airing, and is making everybody money, but it's not a blockbuster. I still believe it could have been. But there are a few things that I lost the battle on; this was a show-by-committee that hurt it. Nevertheless, it's a moneymaker and it's a good production I'm proud of. 90% of the script is mine, the commercials are mine, and the bit with the live baby — which you just have to see — is mine.

I'm very proud of this infommercial and, when it dies, I'd love a chance at doing a second version from scratch without interference from the author's son. (He's a very nice guy, by the way, with a lot of talent. But a direct marketing guy he isn't.)

The Entrepreneur Magazine infommercial is interesting because I started out doing the script but bailed out over some really serious, shall we say "creative differences" with the management at Entrepreneur (since "gone"). But those who took over stuck with much of my original direction. Also, the best, most believable testimonial in the infommercial was taped by me in Atlanta — and that, incidentally, is a really important and tough part of this process; getting honest, sincere, emotive, believable testimonials. But my main contribution here was the product and the offer. Fran Tarkenton, Tony- Robbins and. I co-authored the product, and, we're all on the audio tapes. One of the "bonuses" is my tape about raising capital. And, the free Day-Timers set as a bonus and the \$5,000.00 grant application as a bonus were both my suggestions. This infommercial has a lot of good elements and is successful but, again, not the blockbuster it should and could have been. Among other faults, it still confuses the viewer-consumer. And it's get rich 'pitch' is too 'soft.'

The Golden Opportunities Show is, I guess, my favorite because it proves you can still kick out a winner without investing a bloody fortune. This is a low-budget infommercial and it looks it. There's no celebrity host. It has a lot of technical faults. But it works phenomenally well. It has given the client several million dollars, pays out virtually everywhere it runs and has for over a year, including nightly on The Discovery Channel, and is, by any comparative economic measurement, a huge success. It is a lead generation device, for a low-end business opportunity, not a direct sale infommercial like most, and I think there's a "gap" of opportunity here demonstrated by this success.

One of-the reasons it works so well is the inarguable, undoubtable believability of its testimonials. By the way, if you'd like it confirmed for you just how well this thing has performed, feel free to call the client, Len Shykind, at U.S. Gold, in Phoenix, 602/971-1243.

Fifth, Daily Cash In Your Mail-Box. I contributed in early concept, first few scripts, the product offer, and the commercial. Pam Daily, Mike Clark and Rodney Benn also had a lot to do with this. And Sam himself is a great 'pitch man.' The infommercial' tested well and could

air a lot and make a lot of money, although right now it's being tinkered with to alter some claims that the attorneys are bothered about.

Now let's talk about the dead-bang losers. The mortgage infommercial was hosted by Bob Eubanks. I got involved as a fix-it guy, after it was already royally screwed up. And when I got done it was still screwed up. The bottom line of it is that, when people just do not want what you are selling — and note that I said 'want', not 'need' — improving the sales pitch won't help much. I was so stubborn that I put my own money in doing a third round of changes. It still died like a dog. There's a reason you won't find escargot on the appetizer menu at a go-go bar. And no matter what you said about it or how it was presented, it still wouldn't sell at a go-go bar.

I did get a real money lesson with that infommercial, though. I watched the producers go way over budget and get away with it. The investors were very frankly ripped off. It's made me mighty careful about the checkbook on projects since then. When I do a project now as executive producer, where I'm in control, my vendors lock in to me at fixed, whatever it takes budgets, and I give that same deal to my client or investors. There are no cost overruns. Period. No producer's going to fluff up his portfolio at my expense.

The 900# infommercial was another big mistake - and lesson learned. The basic pitch is identical to Daily Cash In Your Mail-Box, which works, but this didn't — because the great unwashed masses couldn't understand the 900# opportunity even after it was explained to them. When you do an "opportunity" infommercial, here's a big, important tip: that bleary-eyed, maybe not-too-bright viewer at home has to "get it" and easily understand it in 30 seconds. If he can't understand what the deal is and how he makes money in 30 seconds, you're dead. The Golden Opp infommercial presents the "Gold By The Inch" business and it is clear as a crystal ball: you get this display of gold chain on reels, schlep it to a swap meet, store or mall, set it up, people come up and ooh and aah over it, you make the chain to fit, they hand you money. Boom, bang, bing. With 900 numbers, we're explaining coming up with ideas, service bureaus, de-regulation, AT&T, and on and on and on and they just didn't get it. Look back at all the get rich in real estate shows - what's the pitch? Buy this valuable house with no money down. I got that. And that's the way it has to be.

So into the toilet went the 900 number show. That was done, by the way, with Alan Mills, a very, very successful information-provider in the 900 number business.

Next, back pain. My fault, no doubt about it. I thought this was as pervasive as the problem of being overweight and that we'd hit the same kind of bonanza that weight loss infommercials have hit. This happens to be a good infommercial. The host, Chris Robinson, who played Dr. Webber on General Hospital for years did a great job. The expert, a physical therapist, David Apts did a good job. We had good testimonials, an Olympic weight-lifter and a good offer. The production values are good. Sure, some thing 'could be better but, believe me, it's good enough. And this thing did zero. Nothing. Nada. The client wants to fix it but — listen closely: you can't fix a zero. I'm one of the most stubborn guys on earth so that's been a very hard and expensive lesson for me to learn. You "can get it free. You can't fix a zero.

Last, the Infinity Chain Show was an attempt to take an existent product that had already failed twice in direct response spots and make it work via a half-hour infommercial. We did an interesting thing, I think - a fashion show, demo'ing this five foot chain in a zillion different

configurations, with everything from a business suit to jeans to lingerie. It was fun taping the thing. The camera crew had a good time. But it didn't work. Almost, but no cigar. I think there's a price point problem that could be fixed but the client just wants to forget it. His checkbook, his choice.

As of now, there are also six undecideds. An infommercial hosted by Gloria Loring, done by Quantum for an acne product remains untested due to FDA problems. I wrote this entire baby and think it's a winner if it can ever air. The baseball card infommercial is also a Quantum project and, frankly, I just don't know. The literacy project is also Quantum, hosted by Danny Glover — maybe the "biggest" star ever to do an infommercial — and I wrote a very good script for it, but I've been skeptical from the get-go. It strikes me as a subject people are just not going to respond to. Like Guthy-Renker's biggest loser, Drug-Free Kids.

I might add that "greed" and "sex", that is being more attractive to and getting more of, are winning topics. Everything else is questionable.

The Brian Tracy infommercial is a Guthy-Renker-Quantum joint venture, hosted by Robb Weller. Robb did an absolutely phenomenal job and was and is a pleasure to work with.

I'm concerned about the product and offer, which really has no unique selling proposition to differentiate from all the other self-improvement offers. And, frankly, Brian's performance was not what I had hoped for. Brian, like me, is a professional speaker, seminar leader, and quite good at selling from the platform. He chose to ignore many script items, believing that he could simply transfer what he does live to the infommercial. It's an understandable but erroneous assumption. People in a room, there to hear you speak, are, to one degree or another, pre-disposed to listen and value. TV viewers are the opposite; pre-disposed to click you away. To this day, I think his stubbornness hurt his own infommercial. However, it still is, overall, very good and I have high hopes for it. And, as an aside, let me say that I think Brian is brilliant in many areas of this business of marketing information products, is inarguably successful, and is an outstanding human being. I think the world of him and wish him well.

I just put the PMS infommercial in the can - it'll air test in January, 1991. The theory is this will work like weight-loss and skin care infommercials and if that basic premise is right, this infommercial is a blockbuster. Gloria Loring did a superb job as host. You may remember her from 'Days Of Our Lives' if you're a soap fan. Or know her as the very talented singer she is. The author of THE PMS SELF-HELP SYSTEM, Dr. Susan Lark, also did a good job. KPHO-TV in Phoenix did a fantastic job on the set. My producer, Rod Buscher, did a great job of bringing my script to life in a dynamic, visual, interesting way.

Last, Psycho-Cybernetics. The same elements as Think And Grow Rich: a huge, perennial bestselling book, a famous dead author. Our first attempt failed. It showed a pulse but that's all. So we're fixing, changing and re-testing. The offer is altered, price point lowered, stronger bonuses added, and an extended testimonial from the Detroit Pistons added. I believe this has to be "another Think And Grow Rich", grinding out at least 50,000 units — about 11 million dollars in gross revenue in 1991. Pray for me; I'm heavily vested in this one.

Now, let's get to the how-to's. In order, I'm going to run you through the five big issues or decisions involved; the five biggest mistakes you can make; and, finally, my 14-point, insider,

"secret" checklist for evaluating the probability of success of a given project. Now, why would I reveal my secret checklist? Well, you are paying \$7,000.00 each to be here and Gary has leaned on each of us to give you the greatest possible value and I'm complying. Also, this is such a rapid-change industry that two months from now my new, top secret checklist will be different from this one. Also, the checklist determines probability; it doesn't create success. You still need me. You still need Guthy-Renker.

The issues. First, direct sell versus lead generation. If you lead generate, you pretty much have to buy your own time with your own money; you can't do an airing deal with a Guthy-Renker. That's why you don't see lead generation infommercials. However, I see this as a tremendous area of opportunity. I think what we've done with Gold By The Inch on TV is formulaic and can be copied.

Second, a soft offer versus a hard offer. A soft offer is: better relationships, higher self-esteem, happiness, warm fuzzy stuff. A hard offer is: make at least \$50,000 in one hour a week this year. Harder offers always out-sell soft offers. The tangible outperforms the intangible. If you insist on selling an intangible, you gotta make it tangible.

To celebrity or not to celebrity, that is the question. Although there are several I work with and like, 111 agree that the agents and attorneys are all a great big pain in the butt. And the celebrities' prices and other demands get worse each month. But, the celebrity can stop the clickers, can credibilize the offer, can get the thing aired places where it otherwise would be refused.

Let me tell you a little bit about the clicker.

You know, as you drive through a quiet neighborhood at night, what you hear isn't crickets. It's a neighborhood full of TV remote controls being clicked up and down the dial.

Men click twice as much as women. Maybe that's because that clicker is the last, only thing left in the house the guy feels he has control over. Anyway, they click, click, click. No car chase - click.

Women are twice as likely to click in, get interested, then stay tuned to the end. That's a real plus, a real advantage for women-oriented infommercials. Unfortunately, women are cheap, so price points have to be kept low for women-oriented infommercials.

Lots of infommercial buyers tell us they see portions of the same infommercial at different times then finally buy after four or five exposures. They see five minutes tonight, a different six minutes on Tuesday, the commercial on Thursday, then they buy. The more we come to understand this, the more we try to build a show that is really a sequence of the same basic pitch repeated over and over again. Thirty minutes is actually six five-minute pitches. This is very difficult to do well, to do in an interesting manner. But Gary will tell you he'd love to buy five to eight minute time blocks. Really that's what we're doing.

You also have to remember that these darned people are clicking in all during the show, not at the beginning. At whatever point they click in, can they grasp what's going on? Will that 30 seconds grab their attention and get them to watch for 60 seconds more? Will they see anybody they recognize? What chyron appears on the screen at that moment?

The right celebrity, used right, can have a positive impact here.

You know, we're not doing anything all that revolutionary here. If you go to the library and dig up a marketing textbook from the 1950's, you'll find this formula in it: A-I-D-A, which stands for — all together now — Attention, Interest, Desire, Action. Our job is, in every few minutes' cycle, to run through this AIDA. Over and over again. Starting on Page 71 of my ULTIMATE SALES LETTER book, you'll find several other proven, time-honored sales formulas. In many respects, an infommercial is a sales letter brought to life. These formulas apply.

The infommercial is not the place to be subtle.

We've got the guy there, a little bleary-eyed, maybe a cocktail in his left hand, that darned clicker in his right hand. He starts up there around '35' and clicks down looking for something interesting. We have to grab that guy. Get the thumb off the clicker. Three minutes later, there's another guy who just sat down, started at '3' and is clicking up, looking for something interesting. We've got to grab that guy.

I want to be reminded of this over and over again.

So, when you look at \$15,000.00, \$20,000.00, even \$25,000.00 plus royalties for a "star" and grumble about that much money for a day's work, remember and understand that is not what you are paying for. The day's work is irrelevant. The ability to reach out through the screen and lift the viewer's thumb off the clicker for a few minutes — that's what you are paying for.

Fourth, the issue of image versus results. Now this is very important because a lot of producers, directors and assorted "creative" video production and Hollywood folks are lusting after infommercial work, coming in with impressive resumes as long as your arm, and turning out aesthetically gorgeous shows — that don't sell anything. My wife's got a \$300 whiz-bang, imported food processor and uses a \$1.95 knife to cut up vegetables for the same reason. The thing looks great but it doesn't work. Now listen carefully and if you walk away with nothing else, take this to your heart: make sure a true direct marketing person, preferably one who, in the past, has actually sold something that's hard to sell, nose to nose, toes to toes, and now has a track record of marketing successes - make sure that person is in charge.

That's one of the five biggest mistakes - deviating from direct marketing and sales fundamentals. Another error is deviating from basic human motivations: greed, sex, avoidance of pain. The third is casting too narrow a net. This is TV. the National Enquirer, the daily newspaper, going to a big, broad spectrum of folks. Everybody wants to tell me that their customers are "more sophisticated than that." They aren't, but if you want to cling to that idea, then stay away from television. And, by the way, that Golden Opportunities Show - it works on FNN too. Those FNN viewers aren't as "sophisticated" as you might think. Fourth big error: assuming you know what the market will buy. We do not know. That's why I've got on my 1991 goals list to develop a more complete direct marketing package, where we test products and offers in other, cheaper, faster media before committing to doing an infommercial. Last, diffused control. Too many cooks. You know what a camel is — a horse designed by committee. I've worked on enough infommercials-by-committee to be thoroughly frustrated with that method of doing business. One person has to sit in the saddle and hold the reins. So_ I no longer even give clients creative control. You want me, you hand me the reins. -

Now, what you came for - what makes these things work? I'm going to give you my 14-point checklist. What I try and do is take a given idea, run it through this list, rate it 1-to-10 in each of the 14 categories and see what I've got. Given 70 points, you've got something worth talking about. Given 90, you've got what I call a "high probability show."

Here we go:

1. Strong, clear promise and premise. Visualize the celebrity host stepping forward and saying, 'On this Program, we're going to' - what? If she or he can't deliver a cogent promise in the next 50 seconds, you're in trouble.
2. Easy to understand offer. Our first attempts at the Entrepreneur Magazine's Be Your Own Boss infommercial were unsuccessful because the offer was very confusing; you got part of what you bought now, some later. It was a good idea, but not for TV. We confused that consumer so he went to bed and said "screw it."
3. Exclusive product. You can't be selling something that has directly competitive and comparable items on grocery or retail shelves, advertised all over the place. You need blind pricing. What's that worth? It's worth what we say it is. Now I know the Amazing Discoveries shows some to violate this idea, but they overcome it for some other hard to duplicate reasons - notably including lying about what the product is and will do, which is a real bad strategy.
4. Exceptional value to the customer. There's a guy who was very big then went very broke with a get-rich-in-real-estate infommercial. He is the recipient of the largest consumer fraud judgment in the history of his home state. Know why? A return for refund rate of 20% and 30%.. Because the product was crap. This is not a hit-and-run business. The only good reason for being here is to quickly build a big list of satisfied customers. So you've got to have something that really, honestly delivers more than what it promises.
5. Physical demonstration. The biggest reason for Amazing Discoveries shows' success is the terrific, dramatic demos. That's why we try to incorporate that idea even where it doesn't easily happen. In the Brian Tracy infommercial, selling books and tapes, we put the host, Robb Weller, in the audience with a mike Donahue style, with Brian on stage, and get people up telling their testimonials and success stories. We have people popping up, Robb running around, one woman crying and hugging Brian. Action! It ain't a car on fire, but it's more than a static interview. On Daily Cash, Sam has carts of mail bags brought in and audience members open the mail and count the money. On the PMS infommercial we're dealing with foods and diet, so we've got everybody in a kitchen with all kinds of foods spread out, to point at, fondle and talk about.
6. Charismatic spokesperson. Tony Robbins is Tony Robbins. A lot of guys come and say, I want to be the next Tony Robbins, but they aren't.
7. Excellent "real people" testimonials. Not rigged. No words placed in their mouths. I watched an infommercial last week where they had the testimonials read from teloprompters. It was terrible. A disaster. You need people who are honestly enthused about the product and convey that in unscripted conversation. If viewers believe your testimonials, you win. If they buy your testimonials, they buy your product.

8. Excellent "famous people" testimonials. Astronauts, athletes, actors, authors, anybody like this is a big, big help.

Let me tell you something about THE MENTAL BANK infommercial and why Gary's T-shirt says: clients suck. At the beginning, the clients in the MENTAL BANK situation promised certain celebrity testimonials and great real people testimonials. But when push came to shove, they were unable to deliver any famous people testimonials. Not a one. Nada. And the real people were all lousy testimonials. They really didn't use the product advertised; they used the methods in the product taught to them in classroom sessions. Most were also employees. So they had to be heavily coached, guided, a zillion re-takes and pieced together and they come off lousy. If you could re-do that infommercial with truly great testimonials, you would have another Tony Robbins blockbuster. The product is great. Florence is great. The offer is great. The infommercial is great. The testimonials stink like fish. I may never get over being mad about this.

9. Fun to watch. Hey, this is TV. You better entertain 'em in order to earn the right to sell 'em. And that's not all that different from "real" TV. We're just more honest about it. Understand, there's a really big controversy about infommercials because of this. Certain regulatory authorities, supported by research from one zealous, career-building college professor, believe we do such a good job with this that the formats themselves are deceptive, because people can't tell these things apart from real shows — they think they're ordering stain remover from CBS News. Well, I won't bore you with my opinion on this - it's all in an article of mine published in DIRECT MARKETING NEWS, in your hand-out packets.

10. Strong guarantee. If you're selling something you're afraid to guarantee, don't even waste my time talking about it. I want to keep return rates well below 5% and still be able to come forward with an industrial strength guarantee. The stronger, the better. Not 30 days - 60 or 90. Keep the bonus gifts for your trouble. And, not just you'll be happy, but specific benefits. In the PMS thing, we've got a very credible M.D. who says your PMS symptoms will be 100% gone in 90 days or send the stuff back for a refund. That is a guarantee. It scares the lawyers but 111 tell you this: if we satisfy the lawyers, we sell nothing. If you can't go out on a limb truthfully for your product, stay out of the game.

11. High desire or high value premiums. Believe me, premiums can drive the sale. Gary can tell you about that and prove it with the Pearl Cream example. For THINK AND GROW RICH, I invented a series of Think And Grow Rich Business Reports which we added to the offer and that made it possible to nearly double the price and gave another year of life to the infommercial. The premiums made that success. Listen, listen, listen: infommercial or other media, I can tremendously improve your sales with the right premiums.

12. Interesting B-roll. That's out-of-studio footage. Got a testimonial who runs a Denny's, you go to his Denny's. Tony's castle. That kind of thing. Obviously, this affects the budget.

13. Good production values. Note: I said good, not great. We're not doing The Towering Inferno here. Or Gone With The Wind. I see \$15,000, \$20,000 spent on sets and I insist that's too much. You want to be better than Golden Opportunities if, for no other reason, to get on some cable networks that won't run anything that grubby. But you do not have to be as good

as, say, the Entrepreneur infommercial. Somewhere in between is right.

14. Overall believability. When we watch this thing, do we think it's honest. That's a feeling, what master salesman Zig Ziglar calls a transference of feeling.

Well, there's my list. You've got my brain now.

Now, remember I told you it's tougher and tougher to make money here. Let me give you the three best ways to increase profits. There are more than three, but these are the best three.

First, minimize returns. I'd guess the industry average at 7%, Guthy-Renker's average at 5%. I've got some down below 3%. Every percentage point means a lot of money. I give you four ways to minimize returns in a minute. Second — the future of the business — subsidized components to lower product or premium costs. Sponsors. Stuff furnished free. We're working on getting \$50 in gift certificates from a major women's clothing retailer from them, free, to give away as a bonus on a weight loss infommercial. A magazine subscription free. That sort of thing. Third, a product that sets up a secondary or repeat sale.

There's a fourth way. Sell your names. I have a client, I'm brokering his TV-generated names on a product, industry exclusive basis to seven different buyers at 50\$ a name. They get unlimited, not one time use, and a 90 day head start before the names hit the conventional rental marketplace. Seven times 50 equals \$350 a name. I take half. He gets \$175 a name. 100,000 names, that's \$175,000.00 of pure gravy. That dramatically affects the economics of the deal, as you'll see before I stop up here.

Back to minimizing returns. Method number one: quality. Excellence. Value. Nuff said. Method #2: a follow-up gift they send in for, tearing a form out of the product, thus keeping the product. Method three: a 'magic box'¹ that falls to pieces when opened, so it's not easy to ship the product back. Book clubs have been using this for years. Four, post-sale reassurance. In the back of my book THE ULTIMATE SALES LETTER, you'll find the exact text of a letter I wrote, that goes out to Think And Grow Rich buyers, "from" Fran Tarkenton, the infommercial's host. Its purpose is to reduce returns. Study this letter. It's a brilliant piece of work even if I do say so myself, which I do.

You also need a terrific, comprehensive back-end business. You don't want an infommercial. No you don't. You want an infommercial driven business. So you need all these things:

1. An immediate telephone upsell that is hugely appealing. If 30% or 40% of your buyers also go for the upsell, a marginal infommercial becomes a wonderfully profitable infommercial.
2. Package inserts - your own and others. You can charge people per piece, per thousand to insert their sales literature in your packages or you can take a piece of the action. Not doing package inserts is stupid.
3. Follow-up outbound telemarketing. Calling those customers and selling them a related product. Licensing the names to other telemarketers to sell even unrelated offers.
4. Follow-up direct-mail. You need a product line. A series of offers.
5. List income, which I've already alluded to.

Using all these things, an infommercial generated, satisfied customer name should be worth between 1x and 5x their original purchase amount to you in added revenue, in the twelve months following the first purchase. A \$50 buyer ought to be worth another \$50 to \$250. This is where the money is. This is where you get rich.

Okay, what does it cost to get on the air? Budgets are all over the place, but here's a sample, somewhat typical, simplified — I haven't itemized every sub-detail — show budget (see Figure A). As an executive producer, I can put together this kind of "package" for you, with a guarantee of no cost over-runs, handle everything, and put a good show in the can in 90 days or less. If you want an airing deal, I will get that pre-agreed to by Guthy-Renker Corporation, under a standard Kennedy and Guthy-Renker formula. Guthy-Renker will spend their money to test the show and, given good results, will roll it out, maybe putting a hundred thousand dollars or more per week behind it. They'll handle the orders, the credit cards and the fulfillment. That's going to take 70% to 75% off the top of the first sale, usually of the phone upsell, then some lesser, actually small 'piff on whatever the third sale or back-end is. Out of the 25% to 30%, you've got to provide product, pay royalties including mine, and find your profit. On a \$100 hit, you might only net \$2, \$3, \$5 at the most. You'll do twice as well on the phone upsell. And you'll have the customers.

So here's your risk to reward ratio: if your infommercial sells, say 50,000 units on which you net \$4.00 that's \$200,000.00; and 30% or 15,000 buy the phone upsell on which you net \$8.00, that's \$120,000.00, so we're at \$320,000.00 for about a \$50,000.00 production budget risk. Plus that customer list. And we shoot for 100,000, 150,000, 200,000 units sold.

But there's no guarantee. Ever. You could lose all the marbles.

If you need money, well the 'no money down' days are pretty much gone. Five years ago, companies like Guthy-Renker went in search of viable projects and funded them. Today, there is so much deal flow - so many good projects being brought to the table with money that nobody in the biz is interested in your "I've got this great widget but no money" story. If you can fund at least half a production budget, I can sometimes help you. If you have the deal of the century, maybe I can assemble investors for you.

In a typical infommercial deal, many, sometimes all of these players are involved. (Figure 2.)

What's the future? Ever-tougher economics. Lots of ulterior motive partners; three or four entities backing a single infommercial in order to acquire customer names. And major corporate players. Years ago, there was the Texaco Star Theatre. On radio, the Betty Crocker Cooking School. As the song says, everything old is new again. I expect to see the Texaco Auto Repair School. The Betty Crocker Cooking School.

Right now, here are the opportunities. If you have the right product, I can help you build a terrific customer list at a rapid pace, at zero customer acquisition cost, and maybe make a few hundred thousand bucks along the way with your own infommercial. If you have \$10,000 to \$25,000 to invest, I can put you in one infommercial deal or in a group of investors funding several infommercials, so your risk is spread over several deals, and give you the realistic potential of a 3 or 4-times return on your money in twelve to eighteen months; \$25,000 becomes \$75,000 to \$100,000, sometimes more. I can also be had, remember, as a hired gun; script-writer, copywriter, product development, premium development.

You've been a fantastic group. Attentive. Smart. Quick. We covered a lot of ground in a hurry and I'll be hanging around to answer your questions!

#

(C) Dan S. Kennedy

SIMPLIFIED SHOW BUDGET

Figure A

Writer	\$5,000	-	\$15,000
Producer(s)	\$10,000	-	\$30,000
 Set Design, Construction, Lighting & 1-Day Studio Shoot	 \$10,000	 -	 \$30,000
Post-Production/Editing, Voice-Overs, "Stock" Music	\$20,000	-	\$40,000
Celebrity Host	<u>\$15,000</u>	-	<u>\$50,000</u>
	\$60,000	-	\$165,000

Plus-Variables:

Testimonial Tapings, Other B-Roll Out Of Studio

Travel Expenses

Figure B

DEAL PLAYERS

1. Author/Inventor/Product Source & Investor
2. Other Investors
3. Manufacturers)
4. Fulfillment
5. Script Writer(s)
6. Executive Producer/Production Co.
7. Direct Marketing Consultant
8. Media Buy Financiers/Syndicator
9. Media Buyers

Critics of Infomercials: Wise Up to Reality

By Dan Kennedy

As an industry insider, I'm tired of hearing my family, friends, associates and clients see everybody taking their shots at this one particular type of advertising: the infomercial—the 30-minute long-form advertisement, typically presented in “program format.”

The critics include the Congress, the “Today” show, *OJ* magazine, “Inside Edition” and “Entertainment Tonight,” all liberally relying on the infomercial’s self-appointed enemy—Rader Hayes, an insi-

Opinion

dent professor of consumer science at the University of Wisconsin-Madison.

The core of all the criticism is that the public is deceived by infomercials, that they cannot tell these things apart from “real” television shows. Now I would think that the “Paid Programming” or “Advertisement” notices and the 800 number and “call now to order” graphics appearing, on the average, every nine to 11 minutes would be a dead giveaway. Our own focus-group research indicates that the viewers know the difference and, far-
 Joe, that they view infomercials with a very healthy level of skepticism.

If the public really is so dumb they can’t tell an infomercial apart from Arsenio Hall, then I wonder who makes anybody believe they can tell a 60-second commercial apart from a real show. Are they deceived when hear invoice star Michael J. Fox leaves his rat at the opera to get a soft drink? Do they think that’s just another “aha?”

Maybe we need to label every advertisement, regardless of length. Maybe we need disclaimers for every country regardless of where he appears or what he does.

In his article in *OJ*, television critic Ron Powers said infomercials are “pure advertising in the guise of programming.” I object only to the word “pure”; I prefer

If the public really is so dumb it can't tell an infomercial apart from Arsenio Hall, then I wonder what makes anybody believe they can ...

“honest.” When we put together an infomercial, we have three basic goals: (1) to present the product being offered in its best light; (2) to make sure that the viewer is a comprehensively informed consumer; and (3) to make the transfer of that information as interesting and entertaining as possible.

Our goal is never to make a sale by deception. Since we typically attach to the product a 30-, 60- or 90-day satisfaction guarantee and full-refund privilege, the last thing we want to do is deceive the consumer so that what he gets is so different from what he expected that he returns it and/or will never make another purchase from another infomercial.

To the contrary, our focus is on selling “right” so (1) the consumer is so satisfied that he not only keeps what he buys but responds to follow-up offers by mail or telemarketing involving the same type of products from the same sponsor and (2) that in general, he has a positive, receptive attitude toward infomercials.

Of course there are bad apples, just as there are in every business, industry and profession, but the existing regulatory agencies and laws are sufficient. The idea that we need new stuff to regulate these commercials because they are of a certain length is ridiculous.

As for testimonials, these are widely used in all advertising. We use them in infomercials, too. And in every infomercial project I’ve been involved with, considerable care has been taken with them.

First, they are not paid.

Second, words are not put in their mouths. To be totally honest, I have seen



Dan Kennedy with Frances Henderson as an infomercial host

that trial once or twice and it never works. We wouldn’t permit it anyway. These people are encouraged to tell their stories in their own words.

Third, their claims are checked, and they are required to sign affidavits attesting to the truth of their statements.

I don’t know for fact that all infomercial producers go to the same extent as the companies I work with in getting true and genuine testimonials, but if they don’t, they’re only cheating themselves—our focus-group research indicates that viewers can tell the difference between real and “rigged” testimonials, and that they respond best to the genuine ones.

In the *OJ* article, Powers says: “Sounds scripted—and we joined.” Well, hell yes, it’s scripted. It costs anywhere from \$15,000 to \$100,000 to produce one of these things and, again, we have three difficult goals to achieve in our 27 minutes: to fully inform, to entertain and to persuade the product in its best light. To go in there and “wing it” would be pretty dumb.

In most cases, the authors or product inventors appearing are not professional actors; they cannot or will not learn lines, and

what up being interviewed and responding to their own words, their own way. When there’s a studio audience, we usually wrap them up, encourage them to laugh and applaud, etc., but as audiences are prepped on all shows—but I’ve learned you can’t control an audience even if you try. To a great degree, they are surrogate for the home viewers.

It seems beyond Powers’ credibility that a group of people could truly enjoy being in the audience of one of the “Amazing Discovery” programs where our potash is being dramatically demonstrated.

Yet people do enjoy these things. The fact is that the public understands what these things are and likes them. ■

Dan S. Kennedy is president of Phoenix, AZ-based Dan S. Kennedy & Associates Consulting, a consultancy specializing in direct marketing. He is the author of “The Ultimate Sales Letter.”

Weight-Loss Infomercial Budgeted At \$1.5-Million; Test Called 'Strong'

By Judy Abel

PALM DESERT, CA — Guthy-Renker Corp. has launched a 200-city TV infomercial campaign for a new weight-loss system, following a successful test last month.

The company has budgeted \$1.5-million to run its 30-minute infomercial for Kathy Smith's Fat Burning System through the end of the month, according to Greg Renker, president of the firm.

He said his company would continue to buy television time for this program as long as it works.

The program is running on broadcast affiliate, independent and cable stations, primarily in the early-morning, prework hours during the week and during the day on weekends, Renker said.

The program, which was tested in 10 cities, drew 2,400 calls from viewers looking to buy the \$149.95 system.

The infomercial was tested in 10 cities, including Minneapolis, Los Angeles, Sacramento and San Francisco, that had been good markets for previous Guthy-Renker infomercials.

It was shown on affiliate and independent stations, drawing 2,400 calls from viewers looking to order the \$149.95 system.

Renker said the response far exceeded the firm's expectations, and he expects to sell 17,000 systems this month.

"We were really surprised — it played in Peoria," he said, explaining that because small cities are "bombarded with infomercials," Guthy-Renker officials weren't certain theirs would stand out.

He said the program was aimed at people who had "tried diets and failed" or

Lillian Vernon Revenues Are Up

MOUNT VERNON, NY — Lillian Vernon Corp. reported a \$900,000 increase for the third quarter of fiscal 1991, as revenues for the period advanced to \$57.1-million.

Net income for the quarter ended Nov. 24, 1990 was \$5.8-million, level with earnings in the third quarter of fiscal 1990.

The cataloger's revenues for the nine months totaled \$112.6-million, compared with \$112.4-million a year ago.

Net income for the first nine months was \$7.5-million, compared with \$7.7-million. The company said the results reflect a 3-for-2 stock split that became effective July 30, 1990.

"These results were achieved during a period of weakness in the retail industry," said Lillian Vernon, chief executive officer.

DM News, January 14, 1991

were tied up with major diet advertisers and clinics," but information gathered from people who ordered the product indicated that most had never purchased a diet system before.

People who called the 800 number, advertised several times during the program, were asked whether they had heard of Kathy Smith before — half had; whether they had bought her books or videos in the past — 10 percent had; and whether they

had previously bought other exercise videos — 15 percent had.

In addition, 250 system purchasers were telephoned and asked similar, but more extensive questions about their reasons for buying the system and what they had purchased in the past. That research also indicated that the majority of them had never bought a comparable system from a competitor of Guthy-Renker.

"We expected to capture a bigger part

of the aerobics market," Renker said.

Kathy Smith has released eight exercise videos, hosted health shows on public television and been the fitness correspondent on NBC's "Today" show. The video cost more than \$250,000 to produce. It includes information on Smith's background but focuses on the new "fat-burning" system, which consists of an exercise video, 10 minutes of audiocassettes, a nutritional guide and 14-day supply of vitamin supplements.

The research indicated that 80 percent of the people who ordered the product were women, generally with income about \$30,000, Renker said.

Guthy-Renker has produced a number of infomercials, including Personal Power, with Tony Robbins and Think Rich in

IMAGINE A CUSTOMER WHO LIVES FOREVER.

Now picture that same customer—active, healthy, energetic and interested in your offers. Buying year after year.

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LONGEVITY goes far beyond being a basic health magazine—it is a lifestyle—a way of eating, exercising, avoiding pollutants and dodging stress. LONGEVITY takes the latest research on diet, anti-cancer strategies, life extension



research and heart disease and applies it to its readers' everyday lives. Their interests in these products extends to their buying habits as well.

They're proven responsive for offers of publications, vitamins and cosmetics, self-improvement tapes and seminars, general interest lifestyle magazines, books, record and tape clubs, fundraising appeals (especially environmental and health-related), financial services and upscale merchandise.

Install new life into your next direct mail campaign with the LONGEVITY subscriber list. The 220,502 active subscribers to LONGEVITY are available at a base rate of \$75/M. For more information or to place a test, contact your favorite list broker or your friends at American List Counsel.

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Page



NIMA ANNOUNCES THE AVAILABILITY OF ITS
REGULATORY GUIDE

NIMA recognizes the difficulty that all businesses have, and our industry in particular, in attempting to comply with the myriad of rules and regulations governing advertising, marketing, and product sales. Not only are there a large number of these regulations but, because they are promulgated by a number of different federal and state agencies, it is a substantial task to find all of them. Lawyers know, but time and financial constraints can put a limit on the availability of legal advice.

Consequently, NIMA has begun the process of accumulating relevant rules, regulations, and policies in one place: in a NIMA Regulatory *Guide*. NIMA anticipates the publication of additional volumes expanding the scope of the Guide and that it will be updated from time to time as policies and regulations change. Current contents include the following.

Volume I contains Federal Trade Commission materials on deceptive advertising, advertising substantiation, the use of endorsements and testimonials in advertising, the use of negative option plans, the mail order rule, pricing claims, and warranty advertising and disclosure requirements as well as materials focusing on specific industry requirements (jewelry, watches, hairpieces),

Volume II contains Federal Trade Commission materials on its packaging and labeling requirements, including those for fur and textile products. In addition, materials from the Food and Drug Administration on regulations pertaining to advertising, packaging, and labeling of food, drug, cosmetics, and cosmetic or medical devices are included.*

Obtain your copy of the October 1990 edition of the NIMA Regulatory *Guide* by completing the form below and returning with your check for the member price of \$50 or non-member price of \$100. You will also be placed on a mailing list to receive information on supplemental materials and updates.

NIMA
1201 New York Avenue, N.W., Suite 1000
Washington, D.C. 20005
Telephone: 202/962-8342

Name

Company

Street

City/State/Zip

*Also available separately: *Fair Packaging and Labeling Manual* of the Food and Drug Administration. Members: \$25; Non-members: \$35.

THE OSTRICH AWARD

In July, 1990, Willard Hadlock, Executive Vice-President, Media, at the huge, prestigious Leo Burnett ad agency was asked his opinions about infommercials. He said: "I don't think it's going to amount to much." Makes me want to take the Leo Burnett quotes down from my wall. This ding-dong gets my Ostrich Award, of course for having his head buried. In the sand.

TV-GUIDE quoted our own Greg Renker as pegging the business at around 450-million dollars. It's rapidly going to hit and exceed one billion dollars. It is single-handedly keeping God knows how many TV stations solvent. Companies are going from zip to 20,30, 50 million in this business. Individual entrepreneurs are becoming overnight millionaires. Regular TV commercials are shamelessly copying the very strategies infommercials invented and have been criticized for; looking like "real" TV shows. (Maxwell House coffee with Linda Ellerbee, the Toyota "telethon" spots, and many more.) P&G has a series of TIDE commercials clearly inspired by 'Amazing Discoveries' infommercials. An increased use of "real" testimonials has shown the impact of infommercials on other advertising — if the Lee Iaccoca interviews with people saved by air bags don't look infommercialish, nothing does.

Then this pin-head at Burnett says, "I don't think it's going to amount to much."

If there happens to be a Burnett client reading this, you might want to think twice about writing out the next check. Somebody needs to give Willard a wake up call.

INVEST IN THIS BUSINESS - NOW.

If you don't have a product appropriate for. this media, you might want to participate as an investor in others' infommercial projects. Returns of 150% to 300% on invested capital in 12 to 24 months are common. .

Feel free to call me personally to discuss this.

USING CELEBRITIES TO ENDORSE YOUR PRODUCTS

There is no doubt that, properly used and logically connected, celebrities help sell products. And they are available.

Alan Shawn Feinstein, a first-rate information entrepreneur, uses the actor Robert Vaughan ('Man From UNCLE') in his ads in the opportunity-type magazines. Rick Neisswonger, another savvy information entrepreneur, uses Eddie Albert ('Green Acres') as an endorser of his company and its business opportunity. The exercise products sold via TV spots and infomercials as well as print ads use celebrities like Charlene Tilton ('Dallas') and Joe Namath.

In the business of TV infomercials, approximately in 1989, it became almost essential to have celebrity hosts and endorsers, and I've worked on projects featuring Fran Tarkenton, Robb Weller ('Entertainment Tonight'), soap opera stars Gloria Loring and Chris Robinson, game show host Bob Eubanks, and Florence Henderson ('The Brady Bunch'), and many others.

Most are a pleasure to work with, contrary to what you might expect. They are not arrogant or over-demanding or otherwise 'difficult.' When one is going to be a huge pain in the butt, the problems usually start happening before the contract is signed, and the deal collapses early — and that's good. I can recall trying to hire a particular -celebrity who must go nameless here — an ex-jock who, frankly, should have been thrilled with the opportunity to make a fast \$20,000.00 for a day's work — but his agent and his lawyer combined to turn getting-a deal inked into "Mission Impossible." The deal blew apart after days of intense negotiation. At the time I was pretty disappointed. Later, a high-ranking executive at Disney let me know that I had been lucky; that they had hired the same celebrity some months before, had nothing but problems, and considered him a damned nuisance.

With some justification, celebrities are getting pickier and pickier about the commercial and promotional work that they do, as the courts are increasingly likely to hold a celebrity jointly liable for false claims and frauds committed by advertisers. In getting a celebrity, you have to understand this and be willing and able to clearly demonstrate that you, your business and your product is reputable and that the claims you make are truthful and verifiable. Celebrities who have had some severe, costly legal problems as a result of commercial endorsements include Dick Clark, Art Linkletter and former President Ronald Reagan's son, Michael.

Most celebrities active in TV or the movies are listed in a directory published by The Academy Of Motion Pictures Arts And Sciences. The 1989 set I have has over 16,000 personalities listed and pictured — and, experts' best estimates are that fewer than 300 of them make enough money to live on from their entertainment careers. Even "name stars" have dry spells. A couple years ago, one of the TV news programs did a little expose on celebrities who had gotten unemployment and welfare benefits, and the list was staggering! These people are, for t J most part, not "above" commercial work.

A tip is that it is usually easier and more affordable to get a celebrity either still on the way up and eager for exposure or sort of on the way down, on the back side of a career, still eager for exposure.

I had a client recently who wanted to get Charleton Heston or Walter Cronkite for an infommercial. Well, you've got to exercise some good common sense and stay in touch with reality. Neither of these "legends" have, to my knowledge, ever done commercials; they both have to be fabulously wealthy; and, if they wanted to make money in the commercial arena, could pick up the phone and call any one of the Fortune-500 corporations and name their price. It's going to be next-to-impossible and god awful expensive to get either one of these guys.

When I was "shopping" for a celebrity for a client of mine in the costume jewelry business, to be a "spokesperson"; be used in all print ads, brochures and catalogs as well as on a TV-infommercial, I pretty much had my choice, under reasonable terms, of a number of acceptable candidates, including country-western singer Tanya Tucker, very well-known character actress Hope Lange, and several others.

You can get a copy of the Directory from the Academy at 8949 Wilshire Boulevard in Beverly Hills, California 90211. Call for the current price: 213-278-8990. Then you simply page through the books and compile your "target list" of suitable celebrities, draft a very businesslike letter to them, and mail it to them or their agents and managers listed in the books. In many cases, their private answering machine number is listed so you can also call and leave a message. An example of a letter you might send appears on the following page.

You can also deal with one of the sizeable celebrity-talent agencies rather than chasing a compiled list of individuals. The famous William-Morris Agency in Los Angeles is probably the first name that pops into your mind, and you can call them and work with them. "^^)r, for a modest consulting fee; I will personally help you seek out and obtain-an appropriate celebrity for your project. I have good contacts in several 'name' agencies as well as other sources, and I am familiar with the negotiation process.

The best and fairest way to compensate a celebrity for our type of promotional work is via a fee or advance plus a royalty somehow tied to the sales generated as a result of his or her impact. Currently in the infommercial business we are paying anywhere from \$10,000.00 to \$30,000.00 in fees or advances, typically for a one day shoot, plus a royalty on sales of ½ -of-1% up. A formula I developed for a client with an existing, already successful business who wanted to add a celebrity spokesperson was: flat fee of \$15,000.00 per calendar year plus a "bonus" of 1% of gross sales in excess of the previous year's sales. This was fair to the client and fair to the celebrity.

There are no hard and fast rules, incidentally. Like just about everything else in business, this is a process of 'let's make a deal", give and take, negotiation and compromise.

SAMPLE LETTER

Dear Celebrity,

My company is currently exploring the possibilities of retaining a celebrity-spokesperson for our line of x-type products. The spokesperson would appear in a TV commercial, a series of print ads, a catalog and brochures.

I am contacting about a dozen possible candidates, and discussing this situation with each of them before arriving at a decision. My budget for the first year of this program is \$X, plus a negotiated royalty of Y\$ per product unit sold. The actual work required of you can be completed in two consecutive days at a studio location in Los Angeles.

Our company is small and young, but successful, and we are exceptionally careful in producing products of genuine quality, making only accurate and honest promises to our customers, and guaranteeing customer satisfaction.

As I am working against a deadline of less than thirty days on this project, I need to hear from you at your earliest possible convenience. For that reason, I've sent copies of this letter to your agency as well as your own address.

Thank you for your consideration.

John Smith
President
Smith Products Co.



ALAN SHAWN FEINSTEIN
INT'L FINANCIAL CONSULTANT



ROBERT VAUGHN
TV & MOVIE STAR

What these two men have discovered is the most startling money-making opportunity of the decade! Now YOU can get and profit from it FREE! . . .

The most astonishing Financial Research Project ever. You, as a reader of this publication, can now receive, FREE, the Wealth Building Discovery of the decade — *The Wealth Maker!*

Valued at \$495, your only cost is \$9.50 for the processing expense. Even that is risk free to you, because if you don't profit MANY times that, we will refund it in full, no questions asked! And *The Wealth Maker* is still yours to keep, absolutely free.

Why Are We Doing This?

Because we have found *The Wealth Maker* to be the BEST way to increase your financial worth we have EVER seen. And we want proof of that from someone in each state in the country, to show how easily this can double and triple the net worth of people EVERYWHERE.

Here's what *The Wealth Maker* includes:

- *1) *The Wealth Maker* introductory booklet, written by noted financial advisor, Alan Shawn Feinstein, rushed to you by first class mail. It will immediately reveal why this Discovery is so valuable, and exactly how you can profit from it. Just 10 minutes of easy reading — that's all it will take.
- *2) A special confidential Report inside it which will let you start benefiting from this right away, so easily — a wealth building opportunity like NOTHING you have ever seen.
- *3) A free subscription to *The Wealth*

Maker private quarterly Bulletin released every January, April, July and October — enabling you to keep profiting from this Discovery again and again.

- *4) A free consulting service for you, for a full year, with a leading New York financial advisor, retained by us to answer — totally free — any possible questions you may have about this.

If you still have any doubts about the value of this Discovery — READ THIS: You are about to learn something astonishing . . .

In return for our consultant's services and his promise not to ever reveal or use this Discovery for anyone else, we have already paid him \$125,000. Yes, \$125,000. That's how valuable this is . . .

You can be sure that if this man's services are worth paying him that kind of money, he and this Discovery must be very special indeed.

And you have Alan Shawn Feinstein's personal guarantee that your \$9.50 processing charge will be refunded to you immediately upon request if you don't find this worth at least its full \$495 value.

Yes, we're convinced that with this Discovery you can double and triple your wealth, EASIER than anything you've ever seen. All you need do is follow the simple instructions. When you get *The Wealth Maker* booklet, you will see for yourself . . .

I wish we could tell you here exactly what this is. But, if we did, it would send everyone and their mother-in-law racing to get in on this and telling their friends about it, too. Which we absolutely do not want.

When you get and see this, you'll understand.

Remember This

You are being offered an opportunity NEVER available from anyone else before. This amazing \$495 Wealth Builder — your only cost a \$9.50 processing charge. And refundable to you in full — no questions asked — if you do not make many times that.

You cannot lose. But you MUST act now! Send in the no-risk coupon below today.

Sincerely yours,

Robert Vaughn
Alan Shawn Feinstein

Proof of the Value of this Discovery!

With *The Wealth Maker* introductory booklet you'll immediately learn about an item which is going to increase dramatically in value within the next year. See how you can get it and profit from it right in your own neighborhood.

From a long time Client:

"It was in 1976 when I first heard about Alan Shawn Feinstein. Since then, he has opened my eyes to an array of money-making opportunities I never imagined existed. I have made thousands of dollars from them in my spare time, right from my own home . . .

I am not alone. At one of Alan's private seminars, I met hundreds of people from throughout the country who are profiting from his advice as I am.

When Alan Shawn Feinstein tells me of a new money-making opportunity, you can be sure of one thing — I listen!

Gerry Grenier — Lewiston, Maine

From Robert Vaughn:

I've never recommended a financial opportunity before. That's why I ask to pay attention to this one.

For over a decade, one man — Alan Shawn Feinstein — has been known around the world for his unique money-making discoveries. Now — This — his latest one . . . The most exciting opportunity I have seen in years. And it's so simple to use . . .

Don't let this pass you by. Take my advice. Send in your no-risk coupon today.
Robert Vaughn — Hollywood, California

From your Financial Consultant:

I'm the man Alan paid that \$125,000. I'll be answering any questions you have on how to best profit from this. My telephone number is in the booklet you'll be immediately receiving.

Wait until you get this! It's the most profitable opportunity you'll ever see. . .
Lee Simonson, New York

No-Risk Order Coupon, O-6
Alan Shawn Feinstein Associates
Alhambra Circle, Cranston, R.I. 02905

Yes, Alan, send me the full \$495 *Wealth Maker!* I understand that my only cost is its \$9.50 processing fee and if I am not absolutely convinced of the worth of this any time within one full year, I can return it for a full refund of my \$9.50.
Enclose payment or you may charge it to your Visa or MasterCard.

Acct. # _____ Exp. Date _____
Please print
Name _____
Address _____ Apt. # _____
City _____ State _____ Zip _____

Alan Shawn Feinstein syndicated financial column has appeared in newspapers and magazines throughout the country and overseas. He also writes a private newsletter — *The Insiders Report* — considered to be the most widely read report on money-making opportunities in the world. A book has recently been written about him and the value of his advice, published by Prentice Hall. He is listed in *Who's Who in America* and *Who's Who in Finance and Industry*.

'Credible' Celebrities' A Hot Campaign Tool

The San Jose Mercury News

San Jose, Calif. — Media consultant Sid Galanty was deep into a 1968 campaign to boost the state cigarette tax, challenging a tobacco industry that was outspending him 17 to 1, when he was forced to play a high-stakes game of "Hollywood Squares."

Galanty had to choose between two celebrities—entertainer Steve Allen or actor Jack Klugman — to star in a 30-second TV commercial that would urge voters to support a 25-cent-a-pack tax increase. Each star was eager to assist the campaign for Proposition 99. But who would attract more votes?

Allen had done lots of work for a wide variety of liberal, Democratic causes. Klugman was a respected actor and survivor of a bout with throat cancer, known recently for the title role of a medical examiner-coroner in the TV show "Quincy." The analysis: Allen was overexposed, and Klugman was more credible. Galanty chose "Dr. Quincy" to do the spot, and the tax passed with 58 percent of the vote.

This year, Galanty and other political campaigns are doing more — much more — of the same: Enlisting celebrities ranging from movie stars to former astronauts to swing the electorate one way or the other on Election Day.

Not just any celebrities, mind you. Not just popular celebrities. But credible celebrities. Celebrities who can do today, frankly, what many politicians can't — persuade voters that they, or the fictional characters they portray, are honest, sincere and respected.

"There's a recognition that voters are very cynical this time around. ... There's a growing mistrust of political and public officials," said Sheldon Kamieniecki, an associate professor of

political science at the University of Southern California. "And credibility is so important in order to win votes."

"The more familiar and trusted the character, the better," said Sacramento campaign consultant Leo McElroy. If it seems like the cavalcade of 30-second stars this election season in California is longer than ever before, that's because it is. Here's a sampling:

- All McGraw and Richard Dysart argue for a measure that would add a nickel-a-drink tax on alcohol.

Actor Waller Maithau and actresses Angela "Murder She Wrote" Lansbury and Sharon "Cagney and Lacey" Gless are urging voters to reject two term-limit initiatives. Propositions 131 and 140.

- Former Apollo 7 astronaut S. Christa McAuliffe is telling voters to say yes on Proposition 14a

- Actors Clint Eastwood and Ted "Cheers" Danson are supporting Proposition 130, a forestry initiative backed by environmentalists, and opposing Proposition 138, a competing measure backed by the forestry industry.

- "Twin Peaks" stars Kyle "FBI Agent Cooper" MacLachlan and Michael "Sheriff Harry Truman" Ontkean are urging a no vote on Proposition 135, a proposal to regulate pesticides sponsored by the agribusiness industry.

- Actor Michael Landon, who has played everything from a cowboy ("Bonanza") to an angel ("Highway to Heaven"), is urging voters to pass Proposition 128, the comprehensive "Big Green" environmental initiative.

- Dr. C. Everett Koop, former U.S. surgeon general, is telling voters to defeat "Big Green."

No Coincidence

USCs Kamieniecki, who studies campaigns and voting behavior, said it is no coincidence that many actors chosen

for political ads play characters that are typically honest and respectful, even prestigious.

Respected actor James Earl Jones has thrown his support behind the campaign to build a new Giants base-ball stadium in Santa Clara. •

Jones, a star of "Field of Dreams" — one of baseball's most mystical movies — wrote in a recent open letter to "All Baseball Fans:" "Let the Giants stay a constant in the Bay area. If you build it — they will come!"

Even political consultants who believe in star power say that using celebrities can be risky.

"I generally do not like to use celebrities, because I think you are threading a small needle. The primary problem is credibility," Galanty said. "It's a very hard choice... because they can get in the way of the message."

There can be other snafus, too, if the celebrities aren't fully briefed.

Last month, Giants stadium backers arranged for Hall-of-Famer Willie Mays to attend a rally to promote the 1 percent utility tax increase to build a new ballpark in Santa Clara.

Surprised by Flap When asked by a reporter what he thought of the utility tax proposal, Mays responded, "I don't know anything about this. I was asked by the ball club to come to a rally."

Even Miss Lansbury, known for her professionalism, was surprised by the p caused by her TV spots urging defeat of two term-limit proposals.

- Miss Lansbury's agent, who is also her son, said last month that his mother-client did not know that Assembly Speaker Willie Brown, D-San Francisco, and other legislative leaders were financially backing the spot she made

Boom generation more receptive to quality TV ads

By Ashok Pahwa

Ashok Pahwa is a senior vice president/director of planning and research at the Bloom Agency, Dallas

That ubiquitous handheld electronic device, the remote control, has forever revolutionized the way we watch TV—and has many advertisers worried.

They can no longer rely on that captive program audience to translate to a captive commercial audience, given the captive program audience is turning into a "nomadic audience."

Between 1983 and 1989, remote-control penetration increased by 279%, and recent studies report 72% of U.S. households now have at least nine remote control.

R.D. Percy & Co., a Seattle-based TV viewing research company, is that the average household zaps once every 3 minutes and 42 seconds. Men zap more than women, and the affluent zap with greater frequency. A particularly disturbing statistic—one that does not augur well for the future—is that children seem to zap more frequently than their parents.

Many advertisers and their agencies have attempted to simply wish the problem away. Some have chosen to concentrate on the larger numbers: "Let's focus on the 80%-90% of the audience we retain and not worry about the 10%-20% that we lose."

Some agile marketers have devised innovative media strategies to overcome the problems that zapping raises.

"Roadblocking"—placing their commercial on most major channels at exactly the same time—ensures that they reach most of their audience, regardless of which channel the viewer turns to.

Another innovative tactic has been the "commercial wraparound," splitting a 30-second commercial into two 15min to intrigue viewers. Some advertisers have resorted to shorter commercials, attempting to deny the viewer even the opportunity to zap.

Other advertisers are experimenting with infomercial that last 10-15 or even 30 minutes, hoping to get multiple opportunities to communicate to the grazing viewers.

These responses have one thing in common: a fatalistic attitude toward the viewers' unwillingness to watch commercials.

The key may lie in creating commercials that more viewers would want to watch.

A good starting point in creating zap resistant commercials may be to improve our understanding of the phenomenon of zapping by placing it in the context of today's dominant life styles.

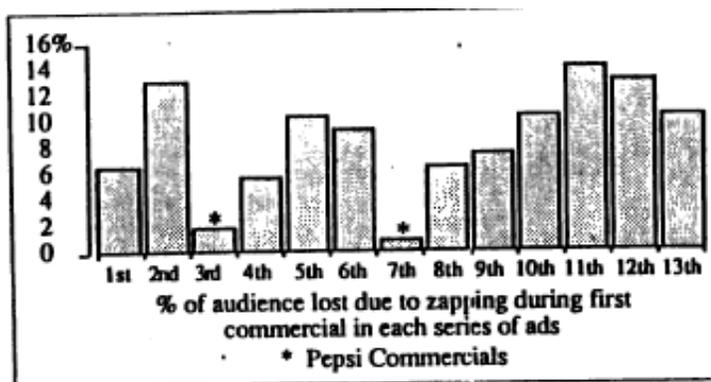
Which brings us to the baby boomers, accounting for almost half of U.S. households. Much has been written about this potent, stressful combination of children and careers, giving rise to a new concept in parenting: quality time.

Extending the same underlying social phenomenon to TV viewing gives rise to a new concept: quality viewing.

The typical household now receives 30 channels; only 19% of households received 30-plus channels just three years ago. The number of network commercials has risen from 270,000 in 1985 to 320,000 in 1988, an increase of 19% in just three years.

Faced with this information overload, particularly in the context of parenting and careers, the viewer turns to "optimizing." He or she feels the need to be an active information manager rather than a passive TV gazer.

Incidentally, there is now a "smart" video system that will automatically zap commercials while you are taping. It costs \$6,000.



In the 1988 Grammy Music Awards show, the first ad in each of 11 sets of commercials was zapped by an average 10% of the audience. But the Michael Jackson Pepsi ads were zapped by only 1%-2% of the viewers.

Continued on Page 17

BOOM

Continued from page 8

Advertisers can solve this problem and those who do will gain two competitive advantages: a larger audience viewing that advertiser's commercial at no extra cost, and potential to improve the quality of communication in commercials perceived to be quality viewing.

The accompanying chart on page 8

shows the results for one advertiser: Pepsi. In the 1988 Grammy Music Awards who, the first ad in each of 11 sets of commercials was zapped by an average 108 of the audience. But the Michael Jackson Pepsi ads were zapped by only 1%-2% of the viewers.

Admittedly, all advertisers cannot afford the expensive talent, production, and pre-airing publicity expenditures that Pepsi incurred for the spot. However this must be viewed in the context of the incremental viewers that Pepsi was able to retain by neutralizing the remote control.

As estimated 2 million incremental viewers watched the Pepsi commercial competed to the average commercial on that show.

This experience strongly suggest that loss of viewers due to

zapping is reversible. It also indicates that zap resistant commercials may have that magic that gets people to talk about your message and product and generate valuable word of mouth.

Agencies need to make special efforts to incorporate cost effective "zap-vaccines" into their creative product. This may require some modification to the traditional view of the role of advertising.

The previously accepted formulas simply do not work in today's environment. Yet, most commercial testing systems continue to be based on the traditional notions of advertising developed in the '60s. All the major systems use captive audiences: no one hands the respondents that dreaded remote control with which the viewer cast a vote at home every day.

Advertisers and their agencies have their work cut out for them: Neutralize the zapper by ensuring that their commercials are perceived as quality viewing by their intended audience. It is important to get the viewer to like your commercial and want to watch it—perhaps even tape it.

On The Leading Edge In Strategic Marketing.

Books shown include:

- MARKET DRIVEN STRATEGY: PROCESSING INFORMATION TO CREATE VALUE (GEORGE A. DAY)
- FORECASTING, PLANNING, AND STRATEGY FOR THE 21ST CENTURY (SPRICE MAURIDIAN)
- THE COMPETITIVE ADVANTAGE OF NATIONS (MICHAEL E. PORTER)
- SOCIAL MARKETING (PHILIP KOTLER, PHILIP R. ENGLISH)
- SERVICE: THE NEW FRONTIER (ALBERT L. WINSTON, R. EARL LAMBERT, JR., CHRISTOPHER A. L. GALT)
- COMPETITIVE STRATEGY (FRITZ J. VOTAW)
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MODELS

If you do not need a true celebrity but do need good-looking models for your ads, commercials, etc., there are several ways to proceed. First, most commercial photography studios and video production companies keep "catalogs" of professional models on hand, furnished by modeling and talent agencies. Second, you can go directly to a modeling or talent agency. Either way, you will pay the 'going rate' for professional models.

If you'd like to save a small bundle, you may be able to get by with amateur models instead of working professionals. When I was producing a 1-hour TV-infommercial for a client in the jewelry business, we needed over a dozen different female models for a half-day shoot. I suggested using amateurs, and had "models wanted" notices posted on the bulletin boards of the modeling schools in the city, announcing an open audition. We were deluged with calls. The aspiring models were offered only \$25.00 plus a copy of the video tape for their portfolios, and we had no difficulty getting exactly the models we wanted, and getting good performances from them — at a savings of well over \$3,000.00!

UP-DATED DAN KENNEDY INFOMMERCIAL SCOREBOARD

WINNERS:

1. THINK & GROW RICH - I developed a new/revised offer for the 2nd version of this infomercial, which brought a "dying" show back to life and was responsible for millions of dollars of added sales at a nearly doubled price point.
2. MENTAL BANK BREAKTHROUGH - Wrote and co-produced the Show.
3. ENTREPRENEUR PRESENTS: THE BE YOUR OWN BOSS SYSTEM -Consulted on Show Script*; co-authored the Product with Tony Robbins, Fran Tarkenton, Entrepreneur Magazine.
4. THE GOLDEN OPPORTUNITIES SHOW (Gold By The Inch) - Wrote and Produced. Two versions, now in its 5th Year of continuous airing, national cable and other.
5. DAILY CASH IN YOUR MAILBOX - Successful test results, but discontinued due to contractual problems.
6. THERAPY-PLUS - Co-wrote with Rodney Buscher; my main contributions to the commercials. A "mega-hit"....tens of millions of dollars of sales at excellent ratios.
7. ACNE-STATIN - Wrote script, assisted with production, with Stan Jacobs. Quantum/National Media.
8. SUSAN POWTER "STOP THE INSANITY" - WEIGHT LOSS. Produced by USA-Direct. I consulted with client in pre-production.
9. *OTHER GUTHY-RENKER PRODUCTIONS - I continue to consult, in various capacities, on virtually all Guthy-Renker projects....including currently airing Kathy Smith Weight Loss, Victoria Principal Skin Care.

Partial 1997 List

- Direct-Talk: 4 different shows
- Proactive (acne products)
- Mercado (psychic)

SELLING **in the** LONG FORM

From The Ringers to Robin Leach, infomercials are enjoying new popularity. Here's why.

R

oss Perot gave an aura of respectability to the infomercial in his unsuccessful bid for the Presidency. But it's the profit potential resulting from the ability to communicate a complex message that has marketers ranging from Bell Atlantic to Microsoft experimenting with the long form of selling. In 1992, the viewers of infomercials purchased more than \$1 billion worth of products.

More than 50 infomercials are on the air. That's five times more than five years ago, according to Jordan Whitney Inc., a Tustin, Calif., firm that monitors all forms of direct response television. And a proliferation of new formats (see p. 25) suggests this could be the year for an infomercial explosion.

Profits can be "mind-boggling," says Katie Williams, president of Williams Television Time in Santa Monica, Calif. Average return on investment is 10% to 20% within three weeks. "But the most successful shows can produce as much as a 200% return in less than a month," she says.

Still, one of eight infomercials fails, and response rates have been depressed by the economic slump. So it's important to know when marketing via an



24 DIRECT January, 1993

infomercial makes sense.

A basic Thigh Master or Abdom-mtaer doesn't require 30 -minutes of explanation. But when a product costs more than \$29.95, an Infomercial gives the viewer time to make, the buying decision.

Greg Renker is president of Guchy-Renker Corp., Palm Desert, Calif. His shows include "Personal Power," "016 Principal Secret" with Victoria Principal and the "Kathy Smith Weight Loss System." He asks these questions before putting a product in an infomercial: Has a similar product worked before on direct response TV?

Does the product fuel an Impulse, create a sense of urgency?

Does it have a passionate spokesperson? Can it be demonstrated? Does it have a high perceived value and a cost of goods below 20% of the retail price? (Since average media costs are 50%, the cost of goods must be low enough to make a profit.)

Finally, will the product sell at retail?

"The trick is getting the masses to react by making a blanket promise with the widest net possible," he says. The top-selling Infomercial category is exercise equipment, at about \$400 million in annual sales, reports Steve Dworman, publisher of the *Infomercial Marketing Report*. Other top sellers are health and beauty aids, \$200 million; self improvement, \$75 million; diet programs, \$300 million; entertainment, \$75 million; kitchen accessories, \$300 million and real estate money-making opportunities, \$50 million.

How they work

For an infomercial to work as a direct sales vehicle, experts say, the product must solve a unresolved problem. Since 1990, "The Juiceman Show" has promised: Drink juice and you'll get healthy.

"The successful shows create a situation where the people on the show have such a positive reaction to the product that viewers become interested," says Michael Seymour, -executive vice president and managing director for Hudson Street Partners, a joint venture of Saatchi ft Saatchi Advertising and Regal Group Inc. "All those things happen in a long-form program that you just can't achieve in a regular TV spot." Soloflex fitness machines sell well in a 30-minute format "because

continued on next page

A R T I C L E



A Sitcom Family

One of the newest twists on infomercials is the "sitcomercial" for Bell Atlantic starring The Ringers. Conceived by agency Jordan McGrath, Case & Taylor/Direct in New York, this zany family of phone fiends uses various Bell Atlantic services such as three-way calling, call waiting and speed calling during the 30-minute program. Viewers get a chance to order through an 800 number.

The Ringers tested in Baltimore for two weeks in November. Total cost, including media, came in under \$1 million. Based on results, Bell Atlantic is rolling out The Ringers in February. Stay tuned as this new family's saga unfolds.

Rent a Movie, Buy a . . .

Infomercials on your rental video? They're here: Hank Honig, president of Direct Response Video in Port Jefferson Station, N.Y., has signed agreements with 15 movie studios to include sweepstakes-related spots on their videos. Before the film, an announcer tells viewers they can win prizes from Shopping at the Movies. After the film, a seven- to eight-minute videocommercial airs. Viewers can call a 900 number and order the product or just answer questions about the spot to enter the contest. Mr. Honig projects a 1% response rate and \$20,000 in annual sales per title. Video store owners will share in the take. The offers carry an expiration date.

Can We Shop?

Joan Rivers starred in an hour-long special in early December featuring the two activities she loves most: talking and shopping. "Joan Rivers: Can We Shop?" included live demonstrations, entertainment and an 800 number to order merchandise from the Joan Rivers Classic Collection. It aired on Tribune Broadcasting's seven TV stations. QVC Network provided both telecommunications and fulfillment support. Ms. Rivers has sold more than \$25 million of her jewelry and clothing lines on QVC.



A Cooperative Venture

Hudson Street Partners, New York, designed a prototype magazine-style talk show, called "What's New!" It aims to give three or four advertisers an opportunity to share costs while presenting longer messages, but still shorter than a full-length infomercial. While it may feature a celebrity host, the program will entertain through product information. A big negative is that a marketer is tied to the success of the co-sponsoring advertisers in determining whether to roll out.



ABC-TV's Late Night Party

Set at a New York penthouse cocktail party—complete with sequin-clad "guests" munching on hors d'oeuvres—"Nitecap" featured hosts Robin Leach and Rae Dawn Chong. The unlikely pair interviewed marketers and sold their wares via an 800 number along with specially designed direct response spots within the show. The program was a joint production of ABC-TV

and Transactional Media Inc., with Regal Group Inc., handling fulfillment. After testing in 50 small-to medium-size markets, producers are expected to roll out nationally next year.

Did people buy cappuccino makers, steak knives and flying lures at 1 a.m.? After a slow start, sales began to pick up, reports TMI president Earl Greenburg. Best selling products were those demonstrated by a spokesperson and with lower price points.

So far, he says, Revlon, Cartier and Burger King have all expressed interest. If the program rolls out nationally, Nitecap will create its own, in-house product development company. The producers will then develop a family of demonstrators, so that no pitching will be done by the hosts. And there will be more consistency of time periods, more stations, and more advertising tie-ins.—RB

INFOMERCIALS

continued from previous page

we aren't really pushing the product," says Tim O'Leary, director of sales and marketing for Tyee Productions, Portland, Ore., the show's producer. "Rather, we're talking about how the product can change your life while creating an image."

But don't forget that people watch TV for enjoyment. "Unless you provide a level of entertainment, you will not hold the viewers, regardless of what your offer is," says Joe Sugarman, chairman of JS&A Group Inc., Northbrook, Ill., and pitchman for Blublocker sunglasses.

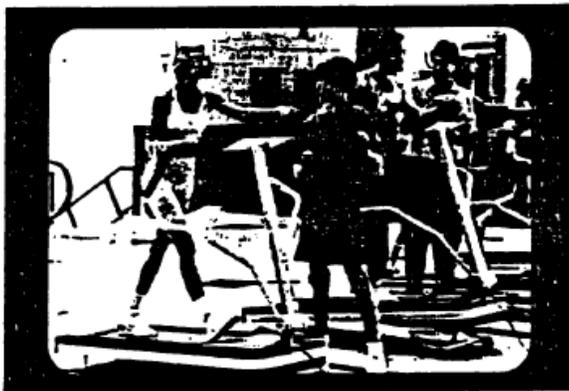
Production costs

The five major infomercial companies are Regal Group Inc., Guthy-Renker, American Telecast, Fingerhut and National Media. Typically, these companies will put up the money for a show, handling all telemarketing support, fulfillment, media buying, etc., in exchange for as much as 90% of the profits.

Proform Fitness Products Inc. wanted to hold on to its profits, so it decided not to use one of the turnkey infomercial operations for its new Cross Walker program. According to Linda Miller, former vice president of marketing, Proform turned to Tyee for production because of its experience with high-end exercise equipment. West Telemarketing for phone-orders and SMS for media buying. Direct response follow-up is being handled in-house.

Producing a quality infomercial costs \$200,000 to \$300,000. A successful show sells about \$12 million in merchandise, and costs about \$6 million in media to get to that sales level.

On the back end, as in any direct response TV campaign, marketers must continually review the



THE TOP 10 IN A WEEK

- 1 Stairclimber Plus - Quantum Marketing
- 2 Firmflex - Body by Jake - USA Direct
- 3 California Diet - Health & Fitness Foods
- 4 Personal Power - Guthy-Renker
- 5 Psychic Friends - Information
- 6 Video Professor - Video Professor
- 7 GLH Formula Number 9 - Ronco
- 8 Zero Pain - Quantum Marketing
- 9 Kathy Smith - Guthy-Renker
- 10 Victoria Principal - Guthy-Renker

Source: Jordan Whitney Inc. Review of National Infomercials for the week ending Nov. 28, 1992.



Celebrities can lure channel hoppers. Their most important role is to believe in the product.

The best infomercials show how a product will transform the viewer's life

cost per order, the cost per inquiry for people who don't order, and the conversion rate of those inquiries. Often, that can be determined within the first few days of testing.

"If a program is working, you can build on the test and keep buying more time until you hit a cost per order area of 50% to 60%," says Mr. Renker.

Guthy-Renker typically spends about \$50,000 testing. Time is bought on broadcast and independent stations (70%), and cable (30%). That's a complete reverse from five years ago. Today, high cable costs are squeezing direct marketers out, but broadcast and independents are enticing them. (See "The Lowdown on Buying Media," p. 28.)

An infomercial builds an audience, and after a typical 12- to 16-month lifespan, fades away. But new versions of a show can be created for the same product. Mr. Sugarman has kept Blublockers fresh for six years by creating new spots using different locations and formats.

Getting response

Just as there is no one format (talk show, seminar, etc.) that works better than others, neither is there one response formula.

Mr. Seymour of Hudson Street Partners says that in any of his shows there are usually three separate calls to action.

"It's not a science, but the people using this approach are interested in getting their selling message out as quickly as they can," he says. The pitch has to come at the appropriate place, which can be anywhere from nine to 20 minutes into the show.

All of Tyee's shows work on what Mr. O'Leary calls the "pod formula." Based on the theory that people watch an infomercial for no longer than seven or eight minutes,

A Matter of Ethics

The National Infomercial Marketing Assn., founded in 1990, has developed these industry standards of conduct:

1. A "paid advertisement" disclosure must appear at the beginning and end of each infomercial and at each ordering opportunity.
2. The name of the sponsor must be disclosed.
3. There can be no misrepresentations as to format, no false claims, or deception through omis-

sion and no indecent or offensive material.

4. Sufficient quantity of product must be available to meet the anticipated demand.
5. There must be a reasonable basis for claims.
6. All testimonials must be voluntary and honest and generally representative of average experience unless otherwise disclosed.
7. If offered, a copy of any warranty must be available before the sale.

The spokesperson

Whether or not to use a celebrity spokesperson is largely an economic decision. But the most important quality any spokesperson can have is a genuine interest in the product.

"Consumers are very smart, and they believe Cher is using Aquasentials," says Mr. Renker.

continued on next page

the sales message is contained within seven- or eight-minute intervals, or pods.

A show is designed around one pod, then expanded outward. People can tune in 20 minutes into the show, and still get the information they need to make a purchase decision. Mr. O'Leary believes most infomercials go too long before making an offer.

One formidable challenge of infomercial production is to come up with a way to present ordering information without interrupting the entertainment flow, and without appearing too hucksterish.

In most cases, delivery of the 800 number, which usually isn't announced by the spokesperson, depends on the infomercial format. The number should be voiced by an announcer, however. Women re-

spond better to an announced number because they often listen to a show while doing something else.

(Although slightly more men than women watch infomercials, women make up the majority of buyers.)

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York, NY 10022, (212) 486-8879.

American Telecast Inc., 16 In-
dustrial Blvd., Suite 200, Paoli, PA
19361, (215) 281-9833.

Pingatut Corp., 4400 Baker Road,
Minnetonka, MN 55342, (612) 932-
3106.

Sutty/Renker Corp., 43-080 State
St., Palm Desert, CA 92260, (818) 773-
9022.

Hudson St. Partners, 375 Hudson
St., New York, NY 10014, (212) 483-
2000.

Infomercial Marketing Report,
11956 Gorman Ave., #1A, Los Angeles,
CA 90049, (310) 826-8301.

Jordan, McBroth, Case & Taylor/
Direct Advertising, 448 Park Ave., New
York, NY 10022, (212) 326-9600.

Jordan Whitney Inc., 17300 17th
St., Suite J-111, Tustin, CA 92680,
(714) 832-0737.

J&A Group Inc., 2100 Dundee
Road, Suite 801, Northbrook, IL
60062, (708) 584-7000.

National Media Corp., 4360 Main
St., Philadelphia, PA 19127, (215) 482-
9900.

Regal Group Inc., 1260 Virginia
Ave., Fort Washington, PA 19034,
(215) 643-2100.

INFOMERCIALS

continued from previous page

Celebrities such as Victoria Principal, for "The Principal Secret," and Martin Sheen, for "Personal Power," give a show credibility, and channel surfers are more apt to stop at a recognizable face. But stars demand huge fees, from \$10,000 to \$25,000 to shoot the show, and another \$25,000 to \$50,000 to roll it out. Their royalties range from 1% to 3%. Over time, "unknowns" be-

come celebrities to regular infomercial viewers.

The retail trend

Selling products at retail is one of the biggest trends in the use of infomercials because the exposure provided by a half-hour format surpasses other forms of advertising.

Mr. Sugarman will take his Blu-blocker sunglasses into stores this spring because of their popularity resulting from infomercials. After

seeing how well infomercials generated interest and sold different brands of juicers at the retail level, Marvin Traub, former CEO of Bloomingdale's, formed his own infomercial company. His first program will promote a Thai food product.

"In effect, the tail is bigger than the dog," says Mr. Scymour of Hudson Street Partners. "The marketers who can sell off TV and at retail are the ones who can really benefit from a half-hour show." D

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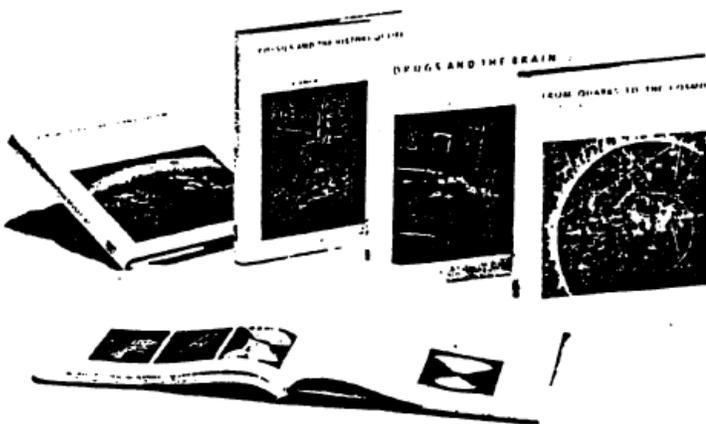
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The Lowdown on Buying Media

Infomercial media buying is similar to investing in the stock market. "You have to monitor your individual stations and time periods on a daily basis to see what's making and losing money," says Katie Williams, president of Williams Television Time, a direct response media buying and marketing firm in Santa Monica, Calif. "Within 48 hours, you'll know how a show has performed."

Ms. Williams' clients include Time-Life, Braun, NordicTrack, Ronco and Farberware.

A typical infomercial is tested on about 20 broadcast stations and a few cable channels. Once results are in, a decision is made on the best times of day, weekends or late nights. Most products sell well on weekends. Saturday and Sunday daytime work for every product. Kitchen products don't sell late at night, but financial products do, says Ms. Williams. Don't even consider weekdays.

Ms. Williams considers demographics of the product's user when selecting dayparts. The company also uses its database of some 600 different infomercials, showing which stations they aired on and what the response was.

"If we find a particular market isn't profitable, we'll negotiate for rate reductions, free airings or simply cancel bookings altogether. If a market is doing better than expected, we'll bump up the schedule," she says.

Once a show rolls out, Ms. Williams suggests spending \$100,000 a week on media, although the range is anywhere from \$10,000 to \$500,000 a week. For most clients, gross sales are twice the cost of the media.

Typically, a show will roll out 65% on broadcast and 35% on national and local cable. Ms. Williams prefers sticking to broadcast for tests because it is usually the most profitable.

While the product has the biggest influence on an infomercial's success, some markets perform better than others: Los Angeles, Honolulu, Sacramento, Buffalo/Toronto, Seattle, Florida and Texas. Canada is also extremely profitable. Boston is starting to make a comeback.—RB

NOTES

Re. DAN KENNEDY,
Panelist, Nancy Langston's Panel

About DAN KENNEDY:

1. INFOMERCIALS

Consultant to Guthy-Renker Corp., 5+ Years...different levels of involvement with different projects...Shows include THINK & GROW RICH, MENTAL BANK BREAKTHROUGH, VICTORIA PRINCIPAL #1, and BE YOUR OWN BOSS; Independent Writer/Producer for a variety of clients...Shows include THERAPY-PLUS...GOLDEN OPPORTUNITIES SHOW (GOLD BY THE INCH), longest running lead-generation business opportunity infomercial.

2. PRODUCT/PREMIUM DEVELOPMENT

Write, Ghost-Write, Edit, Develop 'Information Products'...over 20 different clients 1991-1992 alone; other types of products, premiums. Co-Author with Tony Robbins, Fran Tarkenton, Entrepreneur Magazine columnist of 'Be Your Own Boss System.'

3. DIRECT RESPONSE COPYWRITING/ INFOMERCIAL SCRIPTS, COMMERCIALS

Long-form print ads, direct-mail campaigns, scripts, commercial scripts, complete direct marketing 'systems' for back-end business.

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Periodically host \$2,995.00-per-person Direct Marketing Super Conferences, limit 12 attendees plus Alumni, features semi-private consulting.

(MANY CLIENT REFERENCES available on request to qualified prospective clients.)

6. AUTHOR

Books in bookstores include: 'The Ultimate Sales Letter', 'The Ultimate Marketing Plan'; available only by mail includes 'The Ultimate Information Entrepreneur.'

7. SPEAKER

On tour 1991-92-93 with Zig Ziglar, averaging 70+ engagements each year since 1978; Member, National Speakers Association.

8. BUSINESSMAN

President, LifeTech Broadcasting Corp., infomercial and promotional video production; President, Empire Communications Corp., publisher, seminar marketer.

“A few IDEAS about ‘Product’”

- Easily, instantly understood product/offer.
- Demonstration — actual product demos or ways to dramatize.
- Even a great product is nearly worthless without great (legitimate) testimonials.
- Single most important ingredient for all direct response/direct marketing in 90's: ability to PROVE your case.
- Perceived Value is affected by 'bulk' — the "And you get this AND this AND this AND this..." method is (still) a very reliable sales pitch structure.
- Return/Refund Minimization is a step in initial product development strategy.. and: 4 Keys To Minimizing Refunds: (1) Real and Perceived Quality and Value; (2) Product that re-sells itself (3) Use celebrity for post-sale assurance (see egs., my book: The Ultimate Sales Letter); (4) the Self-Destruct Box, other packaging considerations.
- Kennedy's Admittedly Self-Serving Golden Rule: NEVER, NEVER, NEVER develop a product offer, infomercial, etc. without a leader on your team who really knows how to sell...and I mean down-in-the-dirt, nose-to-nose, toes-to-toes selling...to insure that sales and direct marketing fundamentals get priority (otherwise you'll get glamour over function).
- Recommended Reading: THE ULTIMATE INFORMATION ENTREPRENEUR — 300+ Page master-manual on all aspects of successfully developing & marketing 'information products'. Publisher's List Price: \$199.95. NIMA Member Price: \$99.00. Order: 1-800-223-7180.

NOTES

CONTACT: DAN KENNEDY, 5818 N. 7th Street, #103, Phoenix, AZ, 85014.
 Phone: (602) 997-7707 / FAX: (602) 269-3113.
FOR A CATALOG OF MR. KENNEDY'S MATERIALS AND CAPABILITIES BROCHURE RE. SERVICES: 1-800-223-7180.
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In looking back on three and a half years in the infomercial business, and a year prior to mar as a division of Cassette Productions, we have learned many lessons about managing the business and the data base. This is not a presentation about retail or other methods of selling. Its about how to maximize your customers from the moment they first interact with you.

1. Convert inquiries to sales. You must do inquiry conversions when you put your show on the air. You will get both orders and inquiries from your show. Hopefully, if you have done the show correctly, you won't get 25 percent inquiries for every batch of orders. You must work inquiries through the mail and phone. There is a system where you can have chat call transferred to another 800 number 24-hours a day to dose that sale. We have been doing it with a mail piece and by phone three to seven days after we have received an inquiry. Inquiries should be worked. *This* is a big source of revenue.

2. Upsell at the time of *this* the inbound order. The product pricing should be somewhere between 25 to 35 percent of the basic produce You should be able to close about 15 to 40 percent of the people calling for an-upsell item.

3. Enclose bouncebacks with every box that goes our the door: If your product is a consumable chat can be reordered, tell them how to re-order the product, If its not something that can be consumed and reordered, put something else in there for related products. In the case of our Tony Robbins program,

we advertise a videotape. We also advertise *Power Talk*, and recently we introduced a catalog in every box. Bouncebacks are a great way to stimulate reorders with a consumable. If you don't have a related product, find one. Buy one from a third party.

4. Generate aftermarket sales with outbound telemarketing. We have done direct mail and other things, but outbound seems to be the most effective. To make your outbound program successful, you have to put the right message. You

really love to



participate as a company in writing and reviewing the scripts. Don't let the outbound company do it by themselves. Although most do a very good job, you should still be involved. Make sure your customer service department signs off on [the outbound programs]. You would be surprised how many times your customer service phone rings off the hook not knowing about an offer that the outbound service put in place. Make sure your customer understands the order and that it is verified. You don't want the customer calling you to cancel an order or complain because they were sold something on outbound that they did not understand. They should have a way of reaching you by phone or mail if they don't want the continuity to keep coming to

them. Some companies in the past have just shipped the goods over and over again and given the consumer no way of stopping. That's just a bad dung to do, especially for the chargeback situation with your credit card companies. Visit the outbound facility with your celebrity. In the case of Tony Robbins, Victoria Principal, and Kathy Smith, we try to get them down there to meet the reps, to give them more motivation, which is important. Last but not least, make the right deal with your outbound company. You can either do an hourly or a percentage deal, and it is important to watch the return level. Your returns are generally a little bit higher with outbound than through your regular sales.

5. Work your credit card declines. We find that when our prices are generally \$90 to \$180, about five to eight percent of our orders are declined. The credit cards just won't go through, and if you don't do anything with that, you are losing customers and money. If you gross \$50 million in a year, five percent of that is \$2,500,000. That's wasted money, so work your declines. We do two flip attempts. We try to put them through the system twice, one week apart, then we send a post card and within a week we do an outbound call We get declines down from five to eight percent to one to two percent for the year.

6. Send cancellations to the outbound department, Many times people will call and cancel after they placed an order. We use the outbound service to re-sell. We get them thinking again about the product, and motivate them to buy

it, or downsell to a lower-price product,

7. Provide clear returns instructions. If you lose a customer, you lose a lot of revenue. About 10 to 12 percent of the gross sales that are generated are given back in refunds. That is a lot of money if you are doing a substantial volume. Provide very clear instructions about how to return the product with the package. Packaging has a lot to do with your returns. We see fewer returns if the package they receive looks like it's worth more money than they paid for it when they saw it on TV.

8. Form direct mail alliances. We have never found direct mail to be successful with our file. Maybe we don't know what we are doing. So we are in the process of looking at a joint venture with a direct mail expert who can take our names, work them, and we will share the revenue, much like we do with our other enterprises. Maybe this time next year will know if that worked or not. But so far direct mail has not been a money maker for us.

9. Cross Sell to other groups of names in your file. We have been successful the last four months selling Victoria Principal's skin-care system to the Kathy Smith weight-loss file and we offer this program on a 30-day free trial. They get to use the product without being billed. They're our customers anyway. We have their credit cards on file. It's not like it's a risky thing where we're giving it to an unknown public for 30 days without payment. I believe we are in the nine to 12 percent return or cancellation area on that program.

That's quite good for a free trial.

10. Use your list for surveys and focus groups. Your customers are the best source to get information about your offer, your product, how to improve it for the next show, how to improve your back end, and what other products would appeal to them.

11. Rent your list. We have no problem with renting our lists. We don't rent phone numbers. We obviously don't give out credit card information. It's important to use the right list broker. We started out with one company, switched a year and a half ago, and quadrupled our volume. Be careful to whom you rent the list. If you are doing retail and other marketing methods, try to use your retail customer to generate a name. Put something free in the retail package that bounces back to you for a free audio or video and enter that name in your data base and work it.

And now, here are 14 more ideas that transcend all of the above.

12. Provide honest value. Nothing will generate repeat business more than a satisfied customer. I don't think anybody can go too long with a successful data base marketing program without a product that is worth the money.

13. Fulfill your product in 48 hours. Don't give fulfillment lip service. It's probably the biggest single factor that affects your return level. If your returns are high, it's probably because the product wasn't worth the price and it took too long to arrive. So, forward the product quickly.

14. Monitor your fulfillment vendor. Work with a fulfillment vendor who can provide great customer service. It's really important to have them linked at [your] facility if possible. And then train those reps and really work with them. Customer service is a vital step in stimulating repeat business.

15. Get your customer service manager and your marketing manager talking to each other. It's amazing how many times the marketing department goes out with an outbound or direct mail program, and the customer service staff doesn't know anything about it. It also creates disappointed customers.

16. Train your customer service reps. They should be thinking sales, not just problem solving.

17. Make certain your distributors ship promptly. We work through a lot of third parties. If our distributors are not sending the goods on time and they are taking six to seven weeks, that can complicate customer service and fulfillment.

18. Keep credit card numbers private. Do not give out your customers credit card information to your outbound facility or anyone else. It is very important that you protect those privileges. Also on the credit side, make sure that you process your credits promptly.

19. Get your product name on the *Im* customer's billing statement. When customers get an invoice on their credit card statement that says Guthy-Renker,

they don't associate Guthy-Renker with *Tony Robbins Personal Power*. They don't know who we are. no matter how many times we put our name ; on the show. Get something on there so . when the customer sees their statement, they don't question it This keeps your ' chargebacks low and your customers happy.

20. Work closely with your inbound facilities. Make sure they are fully ready to handle your orders and your questions. Many times you put information into the market in the form of print or advertising and your inbound centers have not been told what's happening. They are not aware of what is going on and that confuses customers and they don't trust you after that

21. Communicate with your customer. Make sure the literature that you send with your order is very clear about how to use the product and how to address questions in advance as you can. AS customer service calls are very expensive.

22. Offer continuity clubs or programs. Many of us are doing this now and I'm seeing it more and more on TV. We have never done a club offer directly as a one-step of FTV. We've always done it on the back end. We've signed up many people on an every two-month continuity for *Principal Secret* skin care. It's

really the first true continuity we have been able to do because it is the first consumable we have sold. In the month of April, we did eight or nine times the volume in sales for *Principal Secret* than we spent on media time. So that sounds like an eight or nine to one ratio, but in reality our ratio was not that great. It was decent. but the other dollars came from repeat customers who bought our product over the last several months. So continuity and repeat in consumables is very important.

Also, watch the numbers. Don't just arbitrarily commit because they look great, You project that the average customer will stay on the list six or nine months or longer. Figure out what your return or cancel percentage is before you roll out the program.

23. Match continuity with billing. If you are doing a continuity on a multi-pay, make certain your continuity period and your pay period match. So, if it's a three-month continuity or three-month cosmetic supply, then you can go with a three-pay. If it's a two-month supply, you can't put them down for a three-pay because you get months when they are getting charged twice.

24. Develop marketing and financial data. You must have great information. This is almost the most important thing. We operated for too long without

the proper financial or marketing information. I recommend that you spend whatever it takes to get the right financial and marketing data and hire the right people.

25. Test, test, test. We find that we often pick offers both on the front end and the back end by testing many different things. Watch the details and keep the information flowing.

The most important things, in summary, are to provide outstanding value and customer service, get the best possible fulfillment system in place, and develop a flow of information. Really concentrate on outbound telemarketing. Be aggressive with your declines and your returns

Section Ten

**SELLING INFORMATION
PRODUCTS VIA
TELEMARKETING
INCLUDING NEW
OPPORTUNITIES WITH
900 NUMBERS**

MAKING MONEY WITH THE TELEPHONE

The most reliable, direct, fast, cheap, even inescapable link between us civilized humans is the telephone. We rely on it. We react to it.

OUT-BOUND TELEMARKETING is one of the simplest forms of direct marketing that exists. Used within a local market area, there is no cost to speak of other than the person's time who is making the calls. Even done nationally, the cost to sell via telemarketing is often much lower than via other means. And, given a proven information product and offer, you can hire commission only telemarketers or telemarketing firms to work for you with fairly predictable results. This is an extremely important point: once you have a proven product or products and offers and logical, receptive lists, you can mobilize a literal army of telemarketers on your behalf, with no up-front cost, no investment, no payroll, no risk — paid only based on sales.

Several of the major TV-infommercial producers/product marketers have found their buyers to be highly receptive to follow-up offers of related products made via telemarketers. Better than half of the sizeable corporate entities in both the information products and seminar businesses use telemarketing to make additional sales to their buyers/attendees. This clearly indicates the value of this aspect of the business.

Many professional telemarketing firms advertise their services - looking for a client like you! - in DIRECT MARKETING NEWS, DIRECT,-OUTBOUND/INBOUND and other trade magazines of the direct marketing and telemarketing industries.

I am generally not in favor of "cold" outbound telemarketing; telemarketing directed at new prospects. First of all, the phone call is an interruption, and telemarketing calls are resented by many people - so the risk of "ruining" a potentially good customer is high. I think: too high. Second, telemarketing has a bad rap with the public and with regulatory agencies and can wind up bringing a lot of unwanted scrutiny and hassle to your doorstep. However, as a means of making additional sales or "up-selling" established customers or following up on pre-qualified, already interested leads, it can be very worthwhile. Some years ago, for a seminar business, I devised a two-step telemarketing program for the "no shows" at free introductory evenings that wound up averaging a profit of \$15 per call! That made a big difference to that business' bottom-line.

An interesting 'twist' on out-bound telemarketing uses a "calling computer." While these are most commonly used in local areas to generate only qualified prospects, often for such businesses as carpet cleaning services or insurance, there are applications for them in the information products businesses. I know of one company in the real estate investment information business that uses these "calling computers" to notify all their mail-order buyers, newsletter subscribers, and leads in an area of a seminar coming to that area. I've also seen a few instances where this technology has been used to introduce new products to established customers.

There are many different types of this equipment available. The one I'm most familiar with is the "CBC" system, manufactured by a company owned by a friend of mine. Their 'CBC 7000' model works with local or long-distance calls, residences or businesses, and can store 2,000 numbers at a time.

I've included some information about this system on the next few pages. You can call COMTEL for more information at 317/758-4415. Please let them know I suggested that you call.

IN-BOUND TELEMARKETING is a rapidly growing field, particularly utilizing recorded messages and "voice mail technology." The strategy of using cheap classified ads, postcards and other means to prompt calls, then delivering a sales message via a recording is very widely used, very successful in many situations, and very appealing for obvious reasons. Personally, I'm very intrigued with this and am experimenting with it in a variety of applications. This is a marketing method I'll be talking a lot about in *issues* of my newsletters and up-dates to come.

In addition to its applications for lead generation or obtaining new customers, this has great potential as a means of marketing new products and services to established customers. Just as an example, let's say that I record and release a new cassette program. A simple, cheap postcard from me to everybody who has been in my audiences might say something like this:

A SPECIAL, TIMELY MESSAGE FROM DAN KENNEDY:

I have exciting news for you about my newest discoveries about substantially increasing income in your business. Call me right now for all the details!
(I've set up a special recorded message you can call and hear anytime, 24 hours a day.)

602/000-0000

Then - in the recorded message - I deliver the same "pitch" for my new offer that it might cost 50* to \$1.00 per prospect to do via a conventional direct-mail package...but the prospect uses his dime to hear it!

Ill bet you can see lots of applications for this in your business, too.

On a very small scale, you can use your own, regular phone lines and readily available answering machines or "play only" answering machines. On a bigger scale, you'll need a "voice messaging service" company to take care of all this. If you are in a big city, there are probably several right there - you can find them in your Yellow Pages. Most of the national entities advertise in the direct marketing trade publications. Many of the same service suppliers active in the 900-number business listed elsewhere in this book also offer full support for non-900 recorded message marketing.

The more routine aspect of in-bound telemarketing is the simple taking of orders, although I would suggest to you that this isn't as simple as it looks. First, let me tell you unequivocally that you will do much better if you accept phone orders and mail orders as opposed to mail orders only. People want to call, hear a friendly voice, and get a question or two answered just to feel reassured. Also, the "impulse buy" is facilitated by the phone; hampered by the mails. Offering a toll-free 800 number for ordering will definitely increase sales by more than enough to justify the cost.

I am not a fan of using outside services to take your phone orders. If at all possible, your' customers should call an 800 number that comes into your office and is handled by your

employees. Your people only have your products and offers to be familiar with, so they can be knowledgeable, conversant and enthusiastic. The personnel in outside companies have hundreds, even thousands of different client-companies' products and offers in their computers...they pull yours up...and read the short script and information that appears; they are not personally familiar with you or your products, they are poorly paid, and they are often barely literate.

Incidentally, for you "small entrepreneurs": the days of having a separate, dedicated line for 800 service, set-up charges, delays, etc. are gone. AT&T offers a "Readyline Service" that instantly gets you an 800 number, but has those calls come in on your regular line. The other carriers offer similar services. There are more options than ever in 800 service - they're even promoting it for individuals now. If this is new to you, you'll want to talk with reps from AT&T, MCI, etc., compare all the options, and choose the best one for your needs. But there's no reason anymore not to offer an 800 number to your customers.

FAX MARKETING is coming. Business-to-business marketers are accepting orders by FAX, and this is rapidly becoming a marketing 'norm.' (The McDonalds and the supermarket in my area accept orders by FAX, too.) In the Fort Worth Star-Telegram this holiday season, Elston Brooks told of the little girl sitting on Santa's lap, asked what she would like for Christmas — "Didn't you get my FAX?" asked the indignant girl! (And I include, without comment, "The Friendly Guide To Safe Fax" that arrived unsolicited via my FAX machine.)

Out-bound- marketing by FAX is a very controversial, potentially annoying strategy, yet it too is being experimented with and is proving successful for some marketers. FAX&S can be sent, for example, to a select prospect list urging them to watch for a mailing or Federal Express you are sending to them her asking them to call a designated number, to hear a recorded message.

The most-excitement-inspiring new telemarketing "opportunity" to come along in a long, long time is the 900-number. What began as a device for sleazy phone-sex businesses has turned into a massive, mainstream business', media and collection of marketing methods used by, at my last count, over 400 different businesses, industries and professions. The rest of this section of this book is devoted to this fascinating new frontier of opportunity.

DELIVER YOUR MESSAGE FASTER TO MORE PEOPLE

VOICEACTIVATED TWO-WAY CONVERSATION The system determines when the called party has answered by electronic means and automatically starts the two-way conversation. When the two-way conversation is completed, the next programmed number is dialed.

QUICK DISCONNECT

The CBC-7000 usually disconnects within V2 second of a hang-up. It then immediately dials the next number.

LESS THAN ONE HALF SECOND DIAL SEARCH It is less than one half second from the time the system disconnects a call until it reaches the dial tone.

2000 NUMBERS

You can enter and store up to 2000 telephone numbers to be dialed. If you dial from 9:00 A.M. to 9:00 P.M. and set the call back feature to try the busies and no answers three times, these numbers will last about five to seven days.

BUSY SIGNALS AND NO ANSWERS RECALLED AUTOMATICALLY ON BOTH SEQUENTIAL AND NUMBER DIALING

You may choose to redial busies or no answers from 0 to 99. If you have a list of names and want to redial until you reach every name, you can do this also by using our infinite dial mode.

DIAL HOMES ONLY

We have special software that will respond only to "hello" type answers. It will disconnect and go to the next-number when hospitals, police stations, fire stations, and businesses answer the phone with a longer greeting.

DIAL BUSINESSES AND HOMES Some of our customers want to give their messages to homes and businesses who may answer with longer greetings. This option will give your message to everyone.

DIALS "BUSY NUMBERS" EVERY 15 MINUTES If a number is busy, this usually means the party is home. We can increase our connect ratio if we call these busies back every 15 minutes.

CALL DAYTIME "NO ANSWER" NUMBERS AFTER 6:00 P.M. When we dial a number between 9:00 A.M. and 6:00 P.M. and it rings six times and does not answer, the system waits and calls this number between 6:00 P.M. and 9:00 P.M. If they can not be reached during the day, they often can be reached in the evening.

PREVENT LATE NIGHT CALLS

The CBC 7000 is programmed not to call between the hours of 9:00 P.M. and 9:00 A.M.

SET CLOCKS TO DIAL Indefinitely As an example, let's say you want to dial from 9:00 A.M. to 9:00 P.M. Monday thru Friday; 10:00 A.M. to 9:00 P.M. on Saturday; and noon to 9:00 P.M. on Sunday. You could set the clocks for those times and it will dial the numbers you enter each Monday, Tuesday, etc. forever. Once you set up a week of dialing times, the system will duplicate those times each week indefinitely until you change them. All you do is keep the system full of numbers and take your leads off whenever you want them (we recommend daily).

NO WASTED CALLS

The CBC 7000 will not talk to phone company recorded messages, disconnected numbers or answering machines.

SEQUENTIAL DIALING

You may program in up to 100,000 numbers to be dialed. All you do is enter a beginning and ending number. You may also omit blocks of numbers you do not wish to dial. This allows you to skip over unused numbers within an exchange.

MEMORY DIALING

You may enter from one to 2000 individual numbers into the system at one time.

ENTER PREFIX ONLY ONCE If you enter numbers into the system, you only have to enter the whole number once (896-5531). After that, you do not enter the prefix (896) again; just the last four numbers (5532) as long as you are still entering the same prefix.

LOCAL OR LONG DISTANCE The system will dial either local or long distance numbers. You may enter numbers from 7 to 32 digits. They may be intermixed as needed. The system is adaptable to WATS, MCI, Sprint, etc.

MOTEL DIALING

It will dial from any motel, hotel or business where you must dial 9 and then the number.

TOUCH TONE OR ROTARY DIAL TONE

The CBC will dial thru either a touch tone or a rotary dial telephone system.

INTERPRET PHONE LINE NOISE The CBC 7000 has the latest automatic electronic equipment to interpret phone line noise and signals plus a manual override adjustment just in case you need it.

DISCONNECT AFTER THE SECOND NON RESPONSE

If a customer listens to your message and does not answer one to nine questions (programmable by you), the system disconnects and goes to the next number.

NEW USES OF THE CBC-7000 IN THE LAST 90 DAYS

Here are titles of some of the new custom scripts Al Stone has written in the last 90 days - - These are not in our regular book of "700 Scripts" you will receive.

Cigarette Discount	Basement Water Proofing	Power Pads-Diet For Energy	Optomtrist
American Cancer Announcement	Home Maintenance	Wristwatch Sale	In-Home Handbag/Luggage Sales
Security Systems	Listings Expired-Real Estate	Small Moving Company	Italian Bread Baked Fresh
Long Distance Telephone Savings	For Sale By Owner-Real Estate	Radon Gas Alert	Money-Pax Discount Card
11.5% On Your Savings	Dental Hygiene system	Fundraising For New Auditorium	Fishing Tool
New Home Construction	Bessie's Best Milk	Computerized College Scholarship Search	Computer School
Financial Reports	Century 21 Realty	National Legal Shield	Save 50% On Greeting Cards
Free Bahamas Vacation	Swimming Pool Maintenance	Honda Dealership-Tools, Tractors, Etc.	Family Practice - Dentistry
Software For The Building Trades Industry	Window Cleaning Service	Kitchen & Bath Facelift	Auction House
Colored Soft Contact Lenses	Real Estate Recruiting	Nationwide Equipment Sales	Recent Tax Law Changes
Fire Extinguisher Survey	Auto Detailing	Solar Heating	Subliminal Tapes
E.F. Hutton	Mastercard or Visa Cards	Nursing Home	Floor Care
Coffee Warehouse	Tax Free Bond Fund	Walkins Products	Shopping Spree-Merchant Sampler
Travel Club Membership	Florida Land Sales	Chimney Sweep	American-Washing Extensors Of Buildings
Photo Coupons	Solarium Additions	Tradevest	HMO - Health Maintenance Organization
Moving Service	Free Carpet Shampoo	Condo Purchases	Children's Book-Subscriptions
Free Vacation Trip-Real Estate	Preplanned Funeral Expenses	Rust Evader	ABS Tax Service
Money To Loan	Japanese Gov't Bonds	Refinance Your Home	CD's At 6.3%
Wash & Wax Mobile Homes	Specialty Printing	Financial Planning Seminars	Water Heater - Save
New Carpet Sales	Free Job Training Program	Career Wight-Real Estate	Hearing Aids
Roof Cleaning	Auto Sales	Insurance Recruiting	Money Management Seminar
Missing Children Awareness Foundation	Auto Rentals	Dry Foam Carpet Cleaning	United Networking Association
College Planning	Tool Rental Stores	Septic/Sewer Cleaning/Service	Car Phones
USA Automotive Schools	Winners Circle Sweepstakes	Grocery Store Coupons	Child Learning Center
Drapery Cleaning	Bridal Center	Hardwood Flooring	Kitchen Cabinet Refinishing
Church Youth Group-Fund Raising	Commercial Cleaning Service	Tobacco Survey	Bar & Lounge Management School
Defender Spray Pen	Nursing Home Care	Limo Service	Christian School Funds
Single Family Residence Seminar	Medicare	Drinking Water - California	Career Recruiting Century 21
Recruiting & Sales	IRA	Pose With The Stars	AAA Auto Club
Jewelry Wholesale	Term Insurance To Age 18	Sears Home Improvement	Dehydrated Foods
The Good Hands People	Blacktop Waterproofing	Church Recruiting	Ceiling Cleaning
Nature Sunshine Herbs	Wids Farm Buildings	Pension Maximization	Magazine Subscriptions
Political-State Representatives	Double Your Closet Space	Boat Owner Survey	Dental Plan
High Return On Your Savings	Intercom Systems	Chiropractic Care	Lingerie Parties
Village Barber Shop	Table Pads	Amateur Photographers	New York Time Subscription
Military Benefits	50% Off Soft Drinks	Own Your Own Recreational Ranch	Tree Injection
World Book Encyclopedia	Lawn Care Service	Heat Barrier	Nutri-Lean Beef
NI-YU Skin Care Products	Hartland College	Color Photo Business Cards	Shoe Repair
Independent Order Of Foresters	Dura Clean Carpet Cleaning	Savings program for Children	Toll Free Incoming Phone Number
Automatic Car Wash	Custom Furniture-Factory Direct	Home Food Service	Cosmetic Dentistry
Mini-Maxi Storage	Rich Food Plan	Social Security Supplement	Tex-Coat Paint
Rent To Own-Real Estate	Discount Buyers Club	Office Equipment	WMGI Prize Line
Recipes By Mail	Hair Salon	Anchorage Alaska Gold Card Program	Hypnosis Therapy
Exercise Equipment	Business Labels	Orient Express Restaurants	Executive Job Search
Panty Hose	Aero Decorating Service	Oil Tank Cleaning	Doze Alert
Business School	Roofing	Music/Video Club	Nutri-Corp-Milk Alternative
Piano Tuning	Utility Stock Investments	Heating, Air Conditioning Service	Home Temperature Sensor
Start Your Own Business	National Cancer Institute	Encyclopedia Americana	Income Tax Service
Sod's News	Auto Leasing	Classic Car Search	National Drug Abuse Research Center
Protec-Guard	Pay Phone Business	Collection Service	Street Snow Plowing Notice
Church Attendance	Lifecall For Senior Citizens	Candle Junior College	Refrigerator Repair Service
Coffee and Soft Drink Sales	Canadian Nutritional Seminar	Electrical Contracting Work	All Purpose Household Cleaner
Condem Sales	Midco Generators	Bee Pollen	Bible Class
BN Buyers Club	Cemetery Property-Mausoleums	Invest In Rare Coins	Association Of Self-Employed
Campground/Resort Site Sales	Dating Service	Lawn & Tree Health Care	Employee Leasing Program
Retirement Housing	Fuller Brush	Sell Your Investment Property Now	Anastasia's Workout Center
Government Repossessed Home Sales	Prepaid Dental Care	Music Album Coupons	Reduce Your Cooling And Heating Costs
JS Government Securities	Bowling Wednesdays & Thursdays	Latex Insecticide Coating	Accounting Services
Pool Purifier	Moving Company	Nutrial Hair Care	Cookware
Science Diet For Pets	Condos Time Share	Film Club	Public Adjuster
Terrarium Pets	Loans On Jewelry	Collection Services	Medallion Books
Prepaid Legal Service	Self-Storage	Auto Service-Muffler, Brake	Baldness-Nutrial
Limo Service	Weight Loss Program	Success Motivation Institute	Trend Card
In County Yellow Pages	Security Doors	Unlimited Long Distance Service	French Gourmet Catering
Family Portraits	Cable Subscribers	Home Garden Service	China Photo Memory Products
Jewelry Store Credit Card	Lexicon Universal Encyclopedia	Swimming Pool Sales	Motor Treatment
Mortgage Account Collection	Spat Restaurant Announcement	Jet Roof Coating	Ice & Snow Remover
Cellular Phone	Dean Witter Reynolds	MTA Diesel Mechanics School	Add-A-Tune Car Products
Transfer Film Slides To Video	Family Emergencies Guide	College Financial Planning	Rent To Own A Satellite System
Stop Smoking	Ginnie Mae Investments	Investment In Art	Stop Thief Car Protection
Stress Management	Nutrilite	OH Portraits	Book Club
Interior Decorating	Engine Gas Treatment	Tree Removal	Credit Counseling
Home Loans-Tax Deductible		Establish Your Credit	Money Making Manuals
Stroller Encyclopedia		Postal Machine Survey	Home Or Business Oil Change

All the above scripts and literally hundreds more have been custom made for our CBC-7000 customers



Guide to Safe Fax

DR. B. COMFORTABLE ANSWERS SOME OF YOUR QUESTIONS

Q: Doctor, I am new to fax, I have not had much fax, and I am worried. Is it safe to have fax?

A: Fax is perfectly safe, providing both you and your partner maintain your equipment in good order, keep it clean and have a regular check-up by a qualified consultant. Do not be embarrassed at your lack of experience. There are many excellent fax manuals available, including my own "The Joy of Fax."

Q: About how often should I fax?

A: Those who are new to fax often can't get enough, and do it all the time. We usually find, however, that as we get older and the novelty wears off, the desire for fax decreases rapidly, particularly if we still have the same old machine. (It is not unknown for jaded faxers to have a brief "fling" with a new, exciting machine, but this, too, will usually burn out quite quickly.)

Q: Can I have fax with more than one person?

A: By all means. This is perfectly normal, even necessary in most circumstances. It is time we cast aside our hang-ups about fax. Feel free to "let it all hang out" and share your true self with the world.

Q: Do I have to be married to have fax?

A: Good Lord, no. People who hardly ever fax their wives will spend most of their working lives faxing complete strangers.

Q: My parents say they never had fax when they were young, and were only allowed to write memos to each other until they were twenty-one. Is this true?

A: Yes, but why worry about boring old twits like them?

Q: If I fax something to myself will I go blind?

A: Certainly not. As far as I can see.

Q: There is a place on our street now, where you can go and pay to fax. Is this legal?

A: Yes. Many lonely people have no other outlet for their fax drives and must pay a "professional" when their need for fax becomes too strong.

Q: What are the consequences of indiscriminate fax?

A: Very high telephone bills.

THE NEWEST FRONTIER FOR INFORMATION ENTREPRENEURS: THE 900 NUMBER INDUSTRY

I began my investigation of the 900-number business in 1988, when local 976 numbers were still more common than national 900 numbers, and most uses were either for gambling tip lines or phone sex lines. At the time, I gathered quite a bit of information but judged the business too costly and complicated to experiment with. In 1989, for one of my clients in the infommercial business, I was assigned to show featuring the 900 number business, and I had to develop a "kit" to help people get started in the 900 number business. Unfortunately, the TV infommercial bombed, but in the process of preparing for it and the product, I learned a great deal and had my own interest in the business renewed. I subsequently attended a trade show/convention for this industry, met with a number of companies in the field, and became a "pack rat" toward all the information I could gather about it.

Coincident ally, a long-time acquaintance of mine, Mr. Joe Atkins, owner of a company called Inside Information Inc., which operated 900 numbers and published a newsletter with expert selections for bettors on sporting events, decided to expand his business as a 900-number service bureau and with his own non-gambling related 900 numbers. He then called me to assist him as a marketing consultant and invited me to develop 900 number concepts for joint ventures with him. As a result, in mid-1990, I got into the 900 number business.

To me the 900-number is just another way of publishing and selling information, and it fits perfectly with my vision of the complete information entrepreneur. It also happens to be a way to get very, very rich very, very fast.

On the following pages, I've condensed and synthesized what you need to know about the 900 number business to determine whether or not you (a) have strong interest in being in this business and (b) whether or not you have a concept or concepts that may be appropriate for this business and (c) whether or not you are financially and otherwise prepared to be in this business. If you wind up saying 'yes' to (a), (b) and (c), then you can follow my suggestions about getting fully educated and arranging to meet with the best professionals in the business to get assistance.

It is, in my opinion, impractical to try and tell you everything you need to know to totally set up and operate a new 900 number business on your own. This is too complex for most people. And qualified pros will help you, essentially for free, in order to get your telephone service business — so why go it alone? Also, I've got to tell you that this is a business fraught with rapid and constant change. What was true yesterday isn't necessarily true today, so you must read the right periodicals and have the right consultants to function.

At the end of this Chapter, you'll find a Glossary Of 900-Number Business Terms. As You'll see, this business has its own language. Don't hesitate to turn to this Glossary and look up words as you go along.

Introduction To The 900 Number Business

The 900 number business is sometimes called the 'pay per call' business or the 'information on demand*' business. The basic idea is simple: it lets consumers use their telephone as a super-convenient way to access certain, information OP entertainment at the exact moment they want it. It eliminates the hassle of going to a store or ordering by mail or even phoning in a credit card order and it eliminates any delay. The consumer is billed for the 900-number service he uses, at prices set by the owners of those 900 number businesses i.e. Information Providers, right on his regular phone bill. As an Information Provider, you have the unique and desirable opportunity of essentially going into business with the telephone company. And, you have all your collection work done for you by the phone company!

The business began around 1983 and initially used 976 (not 900) exchanges, good only in local or regional areas. The 976 business was largely populated by adult entertainment lines and wound up with a bad reputation because of it. The 976 business still exists, mostly for limited, local applications like the 9-76 surf conditions information line in Los Angeles, and for adult entertainment purposes — usually of the "talk dirty with a live girl" variety. Today, the whole 976 business represents a very small portion of the entire pay-per-call industry. The 900 numbers have taken over. And an increasing number of "legitimate" (non-sex, non-gambling) applications for the 900 numbers are being found, by small entrepreneurs as well as big companies. Over the next handful of years, the public will become as familiar with 900 numbers as they are with 800 numbers.

In the early days of this business, it was very complicated, difficult and expensive to get into the business. When I first investigated it in 1988, it was still too complex and costly to seriously interest me. All that changed in 1989, and the doors of opportunity sprung wide open! Here's what happened:

1. AT&T, MCI and SPRINT developed interactive 900 line/service capability
2. AT&T, MCI and SPRINT liberalized the standards and limitations imposed on messages
3. The long waits for service disappeared — lines were available with just about no waiting
4. The costs of getting hooked up dropped
5. The service bureau business exploded with growth, so that there were many companies offering start-up "packages" and full services to Information Providers, eliminating the need to invest in your own equipment
6. The huge successes of a few 900-number businesses became public knowledge; the media began reporting on this business.

Almost overnight, this business became the new frontier of opportunity for creative entrepreneurs and the start-up costs dropped to a level just about anybody could afford. In 1990, well over 50,000 new 900-numbers have sprung up, according to INBOUND/ OUTBOUND MAGAZINE, one of the trade magazines of the telecommunications industry. And, over 70 million calls were made to 900 numbers from late 1989 through mid 1990.

The new field hasn't already birthed a number of "overnight millionaires", and promises to continue doing so.

TYPICAL USES OF 900 NUMBERS

Historically, the most successful uses of 900 lines have been dating, introduction, "chat" and confession lines and gambling tip and sports information lines. An article from TIME MAGAZINE about the "Miss Apology" line, invented by Allan Mills, Christy Hadzick and M.J. Denton, gives an example of one of the most successful confession-type lines to date. (Next page). ABC's Monday Night Football used a "poll", voting for best pass play, best half-back, etc. and generated as many as 120,000 calls a night. In each of these categories, there are hundreds of successful examples.

Once past these categories, success stories get sparser. Some of the other uses where some successes are being achieved include financial information, like stock selection, real estate investing and advice on buying cars; health information, including weight loss, diet, nutrition and disease-specific advice; hobbies and special interests, from coin collecting to wind-surfing; entertainment and sports personalities' "chat" lines, soap opera up-dates, and comedy lines: and sweepstakes, contests and trivia games.

New and more "legitimate" business applications for 900 numbers are evolving and being experimented with all the time, and I do not think you should be discouraged by the history; the future is, in my opinion, in sync with the legitimate information business. Also, the total costs of getting a 900 line up and running have decreased dramatically, are decreasing, and can often be offset by revenue-sharing, so testing 900 ideas can be pretty cheap. I am developing and testing several lines myself this year and will report on the results in up-dates and newsletter.

HOW TO "GET INTO"THE 900 BUSINESS

You can go directly to AT&T, MCI, SPRINT or TELESphere (the carriers), obtain your own 900 line, then "place" it with a service bureau or use it with your own computer/voice processing equipment. This is obviously the most costly and, although some experts continue to recommend this, I do not.

Most newcomers enter essentially from the opposite direction: they find a service bureau that can and will hold their hand through all the start-up steps, including either getting their line for them, letting them use one of their lines, or even "sharing" a line. Many service bureaus offer special low-cost, low-risk service packages specifically for beginners and/or tests of new ideas.

Many service bureaus are also open to joint ventures — providing everything at little or even no cost to you in exchange for significant sharing in your line's business. If you happen to be as interested in the secondary advertising/lead generation capabilities of the 900 campaign as you are in the front-end profits and/or you want to bring a lot of different 900 ideas to the market and test them, this kind of arrangement may be best - on the theory that a little bit of something is better than 100% of nothing. Some established companies ever advertise for new ideas (see next page).

A list of service bureaus is included in this section of the book.

True Confessions by Telephone

A call-in service for those who need to bare their souls

Beep. "Mom, Dad," says a 19-year-old. "I'm sorry, but I'm gay. And I will never, never change." Beep. "I just want to say I'm sorry," sobs a young woman, who says she caused an automobile accident that killed five people. "I wish I could bring them back." Beep. "I wish I had someone to share this with," murmurs a man, revealing the secret pleasure he gets from wearing his wife's clothing.

The soul baring goes on and on, recorded in 60-second messages to the Apology Sound-Off Line, a Los Angeles-based telephone service that offers the ca-

my wife and two daughters," one man screamed into the phone. "I buried my wife and daughter in the backyard, the other daughter is buried under the pit." The Los Angeles police, who do not monitor the line, say that it is up to the operators to report likely crimes. But Denton does not feel qualified to judge whether someone is telling the truth. Besides, confessors' calls are usually untraceable.

Are these true confessions? Although police are skeptical, experts say many of the calls are probably legitimate. "Independent people can be uncensored and u-



Catharsis is just a phone call away: Apology Sound-Off operator listening to a caller

tharsis of confession for the price of a phone call. The service, started up this summer by a Los Angeles outfit called United Communications, receives some 200 anonymous calls a day from people admitting everything from marital infidelity to murder. "They are gut-wrenchingly honest," says apology-line operator M.J. Denton. But that's just for starters. On another number, callers pay \$2 for the first minute and 45¢ a minute after that to listen to confessions. The second number receives up to 10,000 calls a day.

Adultery is one of the most common transgressions. Callers admit their guilt over affairs with friends and next-door neighbors by voicing apologies intended for spouses. Others atone for past failings. Declared a recovered alcoholic: "I would like to apologize to all the people I hurt in my 18 years as an addict."

Admissions of taboo, often criminal behavior pose a more serious dilemma. In fact, the line has become a repository for confessions of rape, incest, child sexual abuse and murder. The phone company's sole restriction is a ban on playing back such calls to other callers. "I just stabbed

guarded at their moment of crisis," says psychologist Gerald Goodman of the University of California, Los Angeles. Though the confessions contain an element of playacting, most callers want support for admission of sins. And listening to the confessions of others makes people feel better. "It normalizes your sense of guilt over transgressions to realize hundreds of others are doing it too," explains Philip Zimbardo, a professor of psychology at Stanford University.

Why the phenomenal response? "It's the extreme privatization of entertainment," says psychologist Jerald Jellison of the University of Southern California. Experts believe the anonymity of the phone offers a psychological safety valve to the secret keeper, who feels compelled to unburden himself but fears vilification. Says UCLA's Goodman: "It's the interpersonal parallel of a one-night stand."

Perhaps. Not everyone, however, feels guilty. One man called in to confess he had embezzled \$10 million in a computer scam—and happily pronounced that he was well and living in the Bahamas. —By Joanne McDowell/Los Angeles

WE'RE LOOKING FOR "BREAKTHROUGH" 900-NUMBER CONCEPTS AND PROMOTIONS

Multi-Million Dollar Direct Marketer Will 100% Finance Test/Roll-out or Joint Venture

We are fast-movers and well-financed. If you have a 900-number concept or promotion which you believe can be a 900-number "breakthrough," call me. In the past 5 months, we tested 14 different 900 number programs - eight have been successful. Today we are generating over 453,000 calls per month. As a leader in the direct mail industry, we mail 95,000,000 pieces a year. Our goal in 1990 is to become the leader in audio text.

Today, in-house, we have the creative staff, the telemarketing expertise, the direct marketing pros, the facilities, the list buyers, the computer technologies, the TV-savvy, the database, and the money to take any idea and "blow it out".

In the 900-number field, we deal with the biggest, the best, the most dependable carriers: AT&T, MCI, and Sprint. And because we have over 870,000 minutes per month, our service centers give us costs that are lower than low and, more important, give us our dollars FAST.

You see, we know what we're doing and how to do it. That's why, if you have a 900-number idea or promotion - new or ongoing - which you feel can be a "breakthrough," we want to talk to you. We will 100% finance from test to roll-out and offer percentages of profits at no risk to you. But we have no way to call you. You have to call us. Please call us today.

**CALL
(714) 261-7866**

**Larry Schenker
DIRECT AMERICAN MARKETERS, INC.**

16881 HALE AVENUE
IRVINE, CA 92714
FAX: (714) 261-0327

WARNINGS ABOUT THE 900 NUMBER BUSINESS

Let me begin by telling you that this isn't nearly as easy as the "promoters" make it sound. Just by way of example, the "programming" for one of the new lines I'm testing, which I would call 'modestly complex' in having interactive capabilities and multiple menus, took months and thousands of dollars to get right.

There are a lot of hidden, confusing and little-discussed costs and contingent liabilities you need to know about and ask about, including:

1. Programming costs
2. Deposits
3. Bad Debt Reserves (and Losses)
4. Call Count or Dollar Volume Minimums
5. Service Charges
6. Re-programming costs, for message changes
7. Accounting costs
8. Name/Number/Address Capture

There are also a lot of rules and regulations imposed by the carriers, the federal government and individual state governments to contend with. You can't just do anything you feel like doing. A service bureau might, for example, take money from you then be unable to get your line or your audio text approved by any of the carriers - then the "fine print" says: "Tough. You forfeit your deposits." The flip happens to: conservative, over-cautious bureaus with no clout tell you something cannot be done often, in fact, it can.

Which brings us to "who do you trust?" I have never seen an industry so totally overrun with con artists, crooks, liars, and incompetents as this one is. If you go to a convention, each exhibitor tries to find out what the previous one told you, then offers "you 1¢ per minute less. There are "re-sellers" exhibiting right next to their vendors, and neither one discloses the relationship. I've sat and listened to "experts" tell bald-faced, outrageous lies. After a year of thoroughly investigating this industry, I didn't find anybody I was totally comfortable with! Right now, I have just a few service bureau people I trust and can work with, and a couple very successful information providers/service bureaus worth taking potential joint venture deals to. In this business, you've got to take everything you're told net with a grain: with a block of salt.

If you believe you have a "solid" idea for the 900 number business, I'm happy to determine whether or not I can help you, either in a consulting capacity, to find and contract with the appropriate vendors, get up and running, and advertise and promote the line, or in "matching" you with a partner already established in the business. You are welcome to write to me with some preliminary information about your idea. I cannot, unfortunately, promise you that the idea is not already in development; I will not sign any non-disclosures, nor will virtually anybody else in this business.

ADVERTISING, PROMOTING AND MAKING MONEY WITH 900 NUMBERS

It is tough — not impossible — but tough to make good money with any line you have to advertise and promote through "normal" means, at "normal" costs. Big profits can be made when you own or can joint-venture with the media that promotes the line. It's for this reason that ABC TV, PLAYBOY MAGAZINE, movie studios who have to run ads anyway, and similar entities are in the 900 business (examples, next pages). If you have the ability to generate a lot of calls with little or no direct advertising expenses — such as via distributing promotional material at speaking engagements or conventions, advertising in your own newsletter, magazine or catalog, or joint venturing with media — then you have a great opportunity.

Another intriguing way to use 900 numbers is being experimented with in the catalog industry. There are two catalog companies selling records, tapes and CD's who are promoting their own 900 numbers in their own catalogs — callers can "sample" different products before buying.

Many 900 numbers are promoted on TV, mostly cable, via 30, 60 and 120 second spots. The chat lines, secured credit card promotions, astrology lines and contest promotions work well in this media. I've recently seen a "start your own business" promotion being advertised this way and am very curious to see whether or not it continues.

USA TODAY is a popular print media for advertising 900 numbers. And there are companies that specialize in placing classified advertising for 900 numbers, like John Eger's company (mentioned elsewhere in this book) or Bill Szabo at 407/277-8221. There is even a company that will print your 900 number "ad" on matchbooks and see that they are distributed nationwide: National Distribution Network at 415/775-1130.

Postcards are being used extensively to promote 900 numbers dealing with sweepstakes and contests; credit and loan offers, and travel promotions.

Some of the things to keep in mind in choosing advertising media and methods include the age and other demographic biases for and against 900 numbers. Generally, younger people are much more likely to call a 900 number than older people, men more likely to call than women, "consumers" more likely to call than "businesspeople."

Call the Playboy Hotline

1-900-740-3311



Make the
pages come
alive...

Be instantly on-line with the wisdom and humor of PLAYBOY.

And find out how you can receive an autographed photo of this month's Playmates—FREE!

PLAYMATE ON-THE-AIR 

Now you can hear Miss March, Deborah Driggs, bring her Data Sheet to life as she reveals her turn-ons and her turn-offs. Her ideal man and her ideal date. And more. Do you have a Playmate question? Record it, and Deborah may answer it on the hotline.

THE PARTY JOKE LINE 

It's a red-hot comedy dub with you as our special guest. Laugh along as your Playmate hostess and PLAYBOY'S jokesters tickle your funny bone! Or record your own joke and earn \$10 if it is selected to be aired on The Playboy Party Joke Line.

PLAYBOY ADVISOR-ON-THE-AIR 

Our fanciful facts and intimate insights are only a phone call away. Listen in as PLAYBOY'S Playmates present our expert advice on readers' questions. Or record a message of your own that may be played on our national hotline.

THE PLAYBOY MAILBOX 

Make your voice heard by recording an audio letter to PLAYBOY. Share your views on past issues or current trends. "I he women of PLAYBOY, music, sports and topics for future articles. Call and let us know what you really think!

CALL THE PLAYBOY HOTLINE 

Hear the best from the pages of PLAYBOY and share your best with us on our interactive hotline.

1-900-740-3311

INDIANA JONES

and the
LAST CRUSADE

**"INDY'S BACK AND MORE FUN THAN EVER!... DYNAMITE
...THE EXCITEMENT DOESN'T STOP!"**

- Joel Sued. ABC-TV / 630P MORNING AMERICA

**"THE GREATEST ADVENTURE IN FILM HISTORY. ROMANCE AND...
ACTION GALORE... CONNERY IS A PURE JOY..."**

- Jack Corbin. GANNETT NEWS SERVICE

**"A TRIUMPH... 'INDY 3' IS THE SAME, DIFFERENT AND BETTER.
INDIANA JONES' LAST AND BEST CRUSADE. THE TRILOGY REACHES
ITS THRILLING CLIMAX..."**

- Richard Corliss. TIME MAGAZINE

**"...A ROLLER-COASTER OF A MOVIE
THAT SWOOPS FROM CLIFF TO CAVE, FROM THRILL TO CHILL,
FROM PERIL TO LAUGHTER. THE BIGGEST AND BEST OF THE LOT."**

- Mike McCree. NEWSPAY

**"...A LOT OF FUN. SPIELBERG STILL
DOES IT BEST." - David Azzoz. NEWSWEEK**

PARAMOUNT PICTURES PRESENTS
A LUCASFILM LTD. PRODUCTION
A STEVEN SPIELBERG FILM
HARRISON FORD
INDIANA JONES AND THE LAST CRUSADE
DENHOLM ELLIOTT ALISON DOODY
JOHN RHYS-DAVIES JULIAN GLOVER
AND SEAN CONNERY as PROFESSOR JONES
MUSIC BY JOHN WILLIAMS
EDITED BY GEORGE LUCAS AND FRANK MARSHALL
DIRECTOR OF PHOTOGRAPHY GEORGE LUCAS AND MENNO MEYJES
SCREENPLAY BY JEFFREY BOAM PRODUCED BY ROBERT WATTS
DIRECTED BY STEVEN SPIELBERG



PG-13 PARENTS STRONGLY CAUTIONED
Some Material May Be Inappropriate for Children Under 13

PARAMOUNT
PLAYBACK

Sealed when available in three ring binder form and Compact Disc
Available in alternate form

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WIN \$25,000 IN GOLD...CALL 1-900-990-INDY

Complete any one of six Indiana Jones adventures and you may be eligible to win \$25,000 in gold and other great prizes. Free Indy photo to all callers. No purchase or telephone call necessary. For rules and free

- 435 -

h tone phones only. Call through 10/31/89.
envelope to: Indy Phone Challenge, P.O. Box 4023, Blair, NE 68009.

900 numbers come into their own

No longer considered offbeat, they provide prospects and build database

By Lee Barney
Associate Editor

Long Beach, NY. - The 900 number is losing its reputation as a hot number. When 900 numbers began to take off in 1983 the majority of them offered either sexually explicit messages or the offbeat, such as horoscopes or jokes. The objective was simply to collect money, with the callers being charged up to \$50 for each call.

But recently, due to the imagination of such interactive service bureaus as Semper Barris Inc. and Telephone Entertainment Network, the 900 number has come into its own as a powerful direct marketing medium. A \$27 million-a-year industry in 1985, the 900 number medium is expected to top \$515 million in 1990—that's up 114 percent—from \$235 million in 1989, according to Link Resources, a New York market research company.

Now even such major marketers as R.J. Reynolds, Pepsi-Cola and Prudential Bache Securities are using the 900 number to lure customers into buying their product or service while also building databases of customer names through Automatic Number Identification or voice capture.

"That was not the initial goal when we started using the 900 number as a sales promotion tool. But the more that marketers encourage consumers to reach them directly by dialing 800 or 900 numbers, the more it will enable these marketers to learn specific information about the users, or potential users of their products. They can then turn back to these customers with specialized advertising messages," says Andrew Batkin, president of Semper Barris.

"The ability of people to interact with a marketing promotion via the telephone has opened up a new world of possibilities for this industry," concurs Peter Brennan, vice president of Telephone Entertainment Network.

For instance, one of Semper Barris' current phone campaigns is an investment hotline featuring analyst Marty Zweig, who provides daily investment advice on bonds and futures. Semper Barris contends that callers are hot prospects for more business.

Semper Barris also conducted a campaign for R.J. Reynolds. The company wanted to develop a list of Salem smokers, as well as to learn more about their use of the product. Semper Barris was able to amass these names by promoting a free music-event hotline on the back of Salem cigarettes and with point-of-sale posters. Callers who identified themselves as smokers and who left their names and addresses were given a radio. "The idea was to develop a database of targeted consumers to create a series of bounce-back mailings," says Larry Garhman, president of the sales division of R.J. Reynolds' agency, Foote Cone & Belding/Leber Katz Partners.

Legislators eye 900 promos

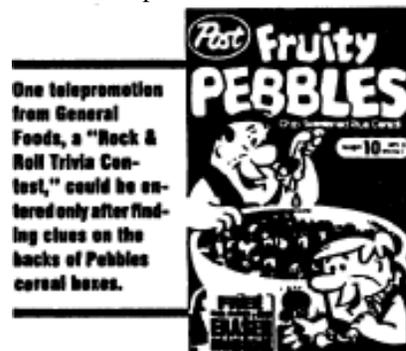
Games and premiums have been a large reason for the phenomenal growth of 900 lines. But the promotions also are attracting the attention of legislators, who say such games are really lotteries in disguise. They oppose telepromotions that are geared at children as well.

Gambling over interstate telephone lines is illegal under Federal law, and many states prohibit lotteries, says attorney Edwin Lavergne, a tele-marketing specialist at Ginsburg,

Feldman & Bress in Washington, D.C.

"I think there's going to be increasing controversy as the 900 industry becomes more and more visible," Lavergne says. "We are going to see increasing scrutiny of programs."

To ward off legislation, some industry officials founded the National Association for Information Services, a trade organization that will set ethical standards for telepromotions. Started in June, it remains to be seen how effective the organization will be. NAIS currently has 60 members—800 and 900 companies, service bureaus and some publishers that use the



technology—and hopes that by year's end, NAIS membership will grow to 400.

NAIS managing director Helen Pohlig says that like the Direct Marketing Assn., one of the primary goals is to establish a code of ethics and to disassociate reputable companies from questionable ones.

Pohlig says: "We are going to aggressively advocate members' interests before the Congress, the Federal Communications Commission and other bodies."

GETTING STARTED WITH 900 NUMBERS

Plan ahead and follow these guidelines and your 900 number promotion can run smoothly and successfully. Here are the basics.

You've determined your product or service could benefit from using a 900 number. Perhaps you've even completed a media test and analyzed the results, realizing a 900 number could greatly enhance your effectiveness in getting and keeping customers.

The question is, what now? What steps must you take to arrange for 900 service? What options are available to you and how will they affect your costs?

The first factor to consider is whether you will set up your 900 service directly with the telephone company or use a service bureau. If you are committed to offering a 900 number for the long haul; it may be more cost-effective to set up service directly with the telephone company. Remember this often requires a considerable investment up front (including dozens, or even hundreds, of additional access lines and additional staff to man those lines).

For most companies, using a service bureau is the most sensible way to set up a 900 number. They can usually have you on-line in less than a month (two to three weeks is the average) and provide a number of options.

- **Passive service:** callers listen to a prerecorded message.
- **Interactive service:** callers use their touch tone phones to answer questions or access certain messages described in an introductory message.
- **"Live" operators standing by:** just in case your caller runs into trouble or doesn't understand the system.
- **Voice message:** callers leave a voice message that is later transcribed by service bureau operators.

Collecting The Revenue

When — and how — do you collect? Again, this varies from service bureau to service bureau. Some service bureaus only operate at local or interstate levels. In that case they probably have an agreement with the local telephone companies to cover 900 collections.

Others cover a particular geographic region, such as New England or the South, and have arrangements with all the local phone companies in the region. In fact, you can structure your program to receive calls from only targeted geographic areas (this is especially helpful for testing purposes).

Many 900 numbers are aimed at a national audience, which means collecting revenues from many different local phone companies and long-distance carriers.

Right now there are only four national program carriers; AT&T, Sprint, MCI and Telesphere. National program carriers collect 900 revenues from local phone companies, deduct their charges (usually a flat-rate, per-call basis, and forward the balance to you. The process generally takes from 60 to 90 days.

900 NUMBER COSTS

The cost of using a service bureau varies widely. Many service bureaus a one-time-only set-up fee based on the complexity of the program and the options you've requested. (\$1,000 to \$1,200 is average.)

They then charge a flat rate per minute or per call — most often between 12 and 20 cents. Some bureaus charge monthly line costs and some require a number of calls per month. Most offer volume discounts are other factors to consider:

- Some service bureaus are under exclusive agreements to a particular long-distance carrier. This may mean a better price for you but it may also mean fewer options. Other bureaus remain "independent" of any one long-distance carrier to offer customers their choice of services.
- The number of calls service bureaus handle also varies widely. Find out ahead of time what those numbers are.
- Make sure the bureau processes the calls quickly. Much revenue can be lost if a 900 caller finds himself on hold until the "next available operator" is free. As with any business decision, ask a lot of questions.
- Find out if the bureau has any experience with a program like the one you are considering. If so, get in touch with former or current customers who can touch for the bureau's performance.
- Ask if the bureau will handle your program in-house or if it will be contracted out
- Find out if you will receive reports with itemized costs.
- Find out if you are under obligation for a particular length of time.
- Find out if you must bear the cost if the bureau has to add additional lines to handle the volume of your calls

Some carriers may withhold a small percentage (5% to 8%) of the gross revenue in escrow to compensate for chargebacks, balancing the account after about six months. You can also arrange to have the program carrier deduct service bureau charges from your revenue and forward that money to the bureau.

If you opt not to use a program carrier and decide instead to have the service bureau handle collection, find out if there are additional charges for this service and how long it takes to receive net revenues.

Pricing

Speaking of charges: how much should you charge callers for your service? The amount you charge depends upon the service you are offering.

Right now the national average for a 900 call is \$1.87, but charges range from \$50 a call for credit-repair services to \$0.55 per call for entertainment

information. The amount you charge is determined by a number of variables.

- Will your 900 number be a profit center or are you only interested in covering your costs?

- Will your callers receive something (a book, a pamphlet, a token gift) for calling? Those costs should be factored in.

Generally speaking, doubling the cost of per-call services charged to you (service bureau charges plus program carrier charges plus set-up charges) ensures your operation will pay for itself and cover chargebacks.

While local telephone companies will charge just about any amount you request (as long as it is considered fair for the information or service you're providing), they won't bill exclusively for merchandise or other costs not directly linked to the call itself.

If you are marketing merchandise you should capture the caller's address and credit card information (in

exchange for a discount perhaps) and charge directly for the merchandise. Or structure your program and charges so the caller receives the item free, with the cost of the item factored into the cost of the call.

Finally, keep an eye on current legislation. The business of 900 numbers is currently self-regulating. But legislation before Congress, (the Telephone Consumer Assistance Act), would give the Federal Communications Commission authority to set up guidelines for 900 promotions. It would also give customers the option to block access to 900 number services.

One final thing to keep in mind: while managing the technical options and details has a significant impact on the bottom line, the biggest element in any 900-number success story is promotional strategy and positioning.

Once you get them dialing,, using the right combination of service options can maximize the profit on every call.

Brad Magill is COO and Executive VP of Direct Response Broadcasting Network, Philadelphia, PA

Note:

Obviously, the 900-number business is a dynamic, rapidly changing field. In addition to reading the direct marketing trade publications and INFOTEXT, the trade magazine of the 900 industry, you can look to our Up-Dates for timely information about what works and what doesn't, in the 900 number business.

Circle reader service card number

MARKETING & MEDIA

Phoenix firm ringing up impressive sales with 900 services

By VINCE MAIETTA

The profit potential for telephone pay-for-in formal ion services has not been lost on Ray Lindstrom, president of Phoenix-based National Media Marketing.

Lindstrom's company is one of the three top-grossing 900 service operators in -the country, with sales of SIS million in 1989, the firm's first full year of opera-lion.

Caller-paid services offered by AT&T, MCI, U.S. Sprint and Telesphere grossed \$450 million in 1988. Once the figures all are tabulated, that amount is expected to rise to SI billion for 1989. According to MCI, the total should hit \$2.25 billion by 1992.

Sponsors and marketers of 900 service numbers set the rate they wish to charge callers. The telephone company — AT&T and U.S. Sprint in NMM's case — .-charges a base rate for supplying the service, the balance being remitted to the sponsor each month.

What consumers are willing to pay for has been both a matter of amazement and controversy over the years. How-to information, contests, games, jokes, even the prayer of the day have all been popular choices. However, unlimited access to phones by unsupervised children has caused parents to receive phone bills running into the thousands of dollars in extreme cases. Nor has the flap over 976 "sex" lines ever really gone away.

"We began by offering the Romance Hotline and the Romance Connection locally," says Lindstrom. "These are strictly dating information services and although we got caught in the furor, we proved these to be clean lines even though there is still a stigma attached to the services in general." Lindstrom says the company purposely slays away from offering services that children would lend to call, saying the trouble just isn't worth it.

NMM eventually branched out into the contest market, offering Kelly's Sports Quiz. Callers can win \$100 by correctly answering each of nine progressively tougher sports trivia questions. Callers are charged \$1.50 for the first minute and 75 cents for each additional minute they remain on the line. Since the contest's inception, NMM has awarded \$100,000 in prize money to callers from around the country. The contest has been advertised in a variety of nationally distributed sports magazines and features Rollie Fingers as spokesman.

Lindstrom is hoping to capitalize on a similar entertainment trivia contest to be rolled out shortly. The setup will be nearly identical to the sports contest and will feature former "Gilligan's Island" star Bob Denver as spokesman. NMM also has begun working with a number of national firms setting up lines to both receive and disseminate information on a continuous basis. The business requires a bank of computers and a round-the-clock staff on hand to monitor the 12 lines that NMM either has bought from foundering 900 firms or originated on its own. Including administrative and creative talent. 15 people work at the NMM offices at 1540 E. Maryland Ave.

Lindstrom also is refining NMM's own system and developing systems to be marketed to future NMM subscribers. "Not every firm can or

wants to access the computer technology, production and voice talent or do the demographic research needed to make a 900 line workable. We will be setting up and operating those systems for clients."

•••

AWARDS. Five members of KTSP-TV Channel 10's staff have been honored with 1990 Media Achievement Awards from Arizona Women In Radio and Television: best television support staff, Burl Kennedy, operations manager; best television weather anchor, Dave Munsey; best creative services/promotions, Sandi Yost, marketing and promotion director; best news director, Dave Howell; and best television station manager, Ron Bergamo.

An individual ad and the entire ad campaign for the Maricopa County Demand Reduction Program have earned the Phoenix offices of Cramer-Krassell two nominations in this year's OBIE awards. The OBIEs are presented by the Institute of Outdoor Advertising for outstanding examples of billboard advertising.

At their annual conference, Regional Publishers Association named Arizona Highways its magazine of the year. The magazine also received medals for best feature article and overall design and bronze medals for the cover, and best special issue.

AD CAMPAIGNS '90

Arizona Department of Revenue

Agency: Cramer-Krassell

Media: Arizona income tax forms

Creative team: Gregg Cebulski, creative director and copywriter; Jamie Hernandez, associate creative director/designer

Strategy: Arizonans this year had the option of designating \$1 of their taxes for a state child abuse prevention fund. To make

taxpayers aware of the program, C-K developed the logo, which appears in a check-off box on tax forms.



PUT THE CHECK ON CHILD ABUSE.



My Fellow Executives,

I am writing you on behalf of my town, Weedo, of which I am the mayor and have been since Pa died. And I've been working on a plan to modernize our fair city which I call "The Emmett T. Wiggins Modernization Plan." I want to make Weedo the pearl of southwestern Kentucky and much better than Jessup, no matter what that Hank Jessup says.

Anyway, that's why I was strutting like a bandy rooster when some California businesses, like yours, started offering some of them lucrative pay-per-call 900 programs here. But, if you don't mind my saying so, you're going about this thing all wrong. Now you and I both know a 900 number is the hot trend in business. It suits your customer service needs and gives you great new promotion opportunities — basically, it's just a real fine way to bring your goods to market and boost your bottom line.

But you got to offer programs we're going to be interested in. nobody in Weedo wants to transfer funds to a bank in Fresno or hear about a sweepstakes in Frisco.- So I figured maybe you just didn't-know what we'd like.

Stuff Weedonians would like

1. Hog hotline
2. Worm and nightcrawler updates
3. Quilting tips
4. Talk with a guy who knew Elvis
5. Cooking with crawdad

I mean if you have a 900 program that's only going to appeal to folks in California, why are you paying for national coverage? If you're going to do that, you should just offer your program in California and save yourself a passel of money. But I guess they don't have a 900 service just for California. Or do they?

Busily modernizing,
Emmett T. Wiggins
Emmett T. Wiggins
Mayor

P.S. I didn't mention that, contrary to what the Census says, we have 72 people, not 65. And (here's the clincher) 20 of them have phones. Enough said.

Service Bureaus

COMMUNICATIONS	ALMARC West Hollywood, Ca. 213/656-7875
a.	CALL INTERACTIVE Omaha, NE 402/399-7000
COUP	LO-AD Los Angeles 800-255-5623
OK	PHONE TRADER Longview, WA 206/636-1917

More Information

For more service bureaus, other vendors and consultants who regularly use FOTEXT, the trade magazine of the 900 business. To subscribe to FOTEXT and get other important information about this business, you can call: 1-900-999-9999 (1-900-INFOTEXT) 24 hours a day. The cost for the call is \$9.95. All their "Talking Ad Line" at 714-493-1758.

"must" reading for anybody seriously interested in the 900 business.

A "Buyers Guide" is available from ADBG Publishing, P.O. Box 90025, Los Angeles, California 90025.

Selected Glossary Of Terms

ATTENDANT	The "copy" of your voice messages. The equipment that answers calls and directs callers to extensions, voice mailboxes, etc. without involving a human operator.
ASSISTING	The automated handling of calls. AT&T, MCI, SPRINT or TELESPHERE — "the phone company" — all of which offer different 900 and 800 services. It can take 45 to 90 days to get paid for the activity on your 900 numbers. Some companies are in the business of advancing you money on this type of receivable.

INFORMATION PROVIDER	The "IP" is the entrepreneur using 900 numbers.
INTERACTIVE	Audio text messages that the caller interacts with, like a trivia game.
LISTEN ONLY (PASSIVE)	Non-interactive.
MENU	The portion of the message that lets the caller choose i.e. "If you want to hear thus and so, press 1; if you want to hear this and that, press 2; etc."
MINIMUMS	You may encounter call count or dollar volume minimums; if your line does not generate enough calls to meet the minimums, you are liable for payment of the difference.
PARTIONING	"Sharing" a single line or a single system's capabilities. This is increasingly common in low-cost service programs sold to beginners or for tests, however it's principal down-side is the high risk of your callers getting busy signals.
PORT	A telephone circuit connection on a system for user access. Calls come in through "ports." You'll hear different vendors talking about different numbers of ports — which, by itself, is meaningless "bs". The issue is capacity vs. assigned capacity.
SERVICE BUREAU	A company with the computer system to handle the calls. In most cases, also offers a variety of other related services.
TREE STRUCTURE	A series of "levels" of menus and/or interactive options.

Section Eleven

**THE LEGAL SIDE OF THE
INFORMATION PRODUCTS
BUSINESS AND A FEW
THOUGHTS ABOUT MULTI-
LEVEL MARKETING**

**“Just because you’re paranoid
doesn’t mean they’re not out to get ya.”
- Dr. Charles Jarvis**

TALK IS CHEAP, UNTIL YOU HIRE A LAWYER

You cannot possibly imagine how I have wrestled with myself about what to say and what not to say in this section of the book. I have wound up leaving out some very interesting, true and terrifying stories, for the sake of space and so as not to scare people right out of the business. However, I am going to suggest some cautions to you, which I know many will be tempted to disbelieve and ignore. I can only tell you that I have stood in a courtroom and been handed a friend's cigarettes, lighter, wristwatch and money clip, then watched them clamp the handcuffs on and lead him away, under the most bizarre circumstances. I have personally spent well over \$100,000.00 (which I did not have at the time) attempting to save him. At other times, in other incidents, I have seen enough of the arbitrary, even capricious behavior of regulatory folks to make me very, very nervous. As far as I'm concerned, no amount of money is worth risking even a night in jail for. (Visiting is bad enough.) And that is the perspective I come from, in preparing this section. If that's too conservative for you, I'm sorry.

On the other hand, you ought to know that I do not believe in giving control of a business or its marketing decisions to the lawyers. Given the opportunity, they will not lift a finger to find a legal way to do anything, they'll simply say no to everything, and take your money for as long as the supply lasts.

Let's begin by noting that the "regulatory community" has certain bug up its collective . butt. They are eager to make cases involving these issues:

1. "Pyramid sales." More about this later.
2. Weight loss and diet, skin care, any "remedies." The head of the FDA sat at a meeting and said, "I think all mail-order advertising is fraudulent." That's where they are coming from.
3. Moneymaking opportunities, business opportunities, and "get rich" programs. These people deeply resent the possibility that people might make lots of money. There is a precedent standing now, in Arizona, (outrageously) that this title: "The Future Millionaires' Home Study Course" is, in and of itself, fraudulent because the judge ruled that, quote, it is not possible to teach people to become millionaires. This idiotic ruling was upheld by the state's highest court.
4. The mail-order industry.
5. The infommercial industry. The FTC believes that all infommercials are inherently fraudulent, on the grounds that the viewing/buying public cannot tell them apart from "real" TV programs and is therefore "tricked" into watching and then buying. Fortunately, the FTC has not gone ahead and tried to make this stick and probably won't, but it is the prevailing attitude nonetheless. As a result, they scrutinize infommercials in enthusiastic search of some other reason to nail them, one at a time.

The bottom-line is that just by virtue of being in this business, you are a target, and are quite unfairly subject to standards and scrutiny not equally applied to other businesses and industries or methods of marketing. For that reason, I suggest the following:

1. DON'T LIE. Be able to prove your claims. I would not shy away from making claims. But the more sensitive they are, the better they should be documented.

This "don't lie" admonition may seem kindergartenish to you. If so, you'd be amazed at the number of times my clients express shock over my desire to only use real testimonials. "What?" they say, "You mean we can't just make them up?" Geez.

2. REFUND IMMEDIATELY. Please pay attention to this: the temptation to delay refunds for cash flow reasons or to wholly unreasonable idiots or to obvious rip-off artists or for some other "good" reason will rear its head at one time or another. NEVER succumb. Offer simple, non-tricky guarantees and honor them without delays or disputes.

The #1 way that information marketers get in trouble and bring themselves and every one of their products, ads, and claims to the attention of all the regulatory folks is by failing to issue refunds.

3. ANSWER ALL CUSTOMER COMPLAINTS, no matter how asinine they may be. Go the extra mile to "satisfy" complainants. (You may refuse to sell to them again. We have a short list of people who are not, under any circumstances, permitted to give us money.) But FIRST get them satisfied with the transaction in question.

When you consider these items #2 and #3, remember that the regulatory people will believe an obviously deranged, bald-faced liar complaining against you, not you.

4. RESPOND TO OUTRIGHT CRACKPOTS AGGRESSIVELY. You will get one occasionally. A case in point: we had a customer who deliberately misinterpreted a guarantee and would not and could not be satisfied. He wrote long, rambling tatters about us being agents of Satan. As soon as I saw that he was going to write to every regulatory agency known to man, I got my attorney and we went to work. "WE wrote to the AG, the postal inspectors, the BBB, even the guy's local police department letting everybody know that we believed this nut was dangerous. We also served him with notice of intent to sue should he continue. And that ended that.

5. KEEP EXCELLENT RECORDS. You never know what you may be required to prove.

6. FILL EVERY ORDER FAST. A record snowstorm blocking his employees from getting to work and a down computer system were of no help to Joe Sugarman when the FTC ate the very skin off of his bones in a now-famous prosecution/persecution for not fulfilling or offering a refund within 30 days.

7. TRY AND AVOID BECOMING AN EVEN BIGGER TARGET THAN THIS BUSINESS MAKES YOU. I have a friend who was the number-one money-earner in the Glenn Turner companies of the 1970^fs, and that "rap" has followed him like the black cloud over the head of the character in the Lil Abner comics. In Sugar man's case, he'll be under the regulatory microscope for the rest of his life. Flaunting your wealth, becoming politically active, or unnecessarily fighting the system may mark you as a target. If you think that the law is devoid of emotion, take a closer look at the openly expressed glee of those involved in arresting and prospective the S&L magnate, Charlie Keating.

8. AVOID QUESTIONABLE MULTI-LEVEL ENTERPRISES.

A FEW EXHIBITS

The following pages present some "food for thought."

1. An article from one of local newspapers about some very deceptive hospital advertising. This sort of thing is rampant in the medical community, incidentally, and, for the most part, they get away with it; if caught, only slapped on the wrist. If you went to the Attorney General and complained about this, you wouldn't get very far — nobody'd be very enthusiastic about taking on "the hospital." But if we do this very same thing in direct marketing, the next sound you hear will be the clanging shut of the cell door. Make no mistake about this double standard.
2. Gerardo Joffe, named in this little article about an FTC action, is a mail order expert and a very fine, ethical individual. Yet he has gotten in trouble for a two-part error: (a) choosing to sell products about which the regulatory community is "sensitive", and (b) accepting and repeating the manufacturers' claims without thinking about them. Once you say them, they are your claims. And, incidentally, there are at least ten other marketers I know of selling these identical products and making the identical claims that the FTC has not bothered. If he brought that to their attention, it would not matter; they will tell you that the fact that other cars were speeding too is no defense.
3. Here's the end-result of the Wayne Phillips infommercial, produced by Hal Morris, in Arizona alone. Remember that when you are marketing nationally, you are not only vulnerable to national laws and regulatory agencies but also to each state's and each municipality's laws and regulators.
4. The "Five Firms Pull Most Mail-Carrier Complaints" article, from DM NEWS. It is particularly instructive to read this, then read my comments about the Better Business Bureau that follow.

NEWS

WEIGHT A MINUTE!

Picture this happy scene: A pretty, smiling, fortysomething woman sheds 48 pounds in three months.

"I was so overweight, my teenagers were embarrassed to be seen with me," she says. Then her world turned around, thanks to the "Light-Years Ahead" weight-loss program at St. Joseph's Hospital.

"When my doctor told me I had high blood pressure and I was a good candidate for a heart attack, I decided to get serious," she says. "So I chose St. Joe's."

"Get serious? Get serious."

You may have seen her picture in splashy newspaper ads as part of the hospital's "I Chose St. Joe's" campaign. You may have thought the hospital's "weight-management program" was out of this world.

It may be, but the only sure thing is that the smiling, happy mom is *not* of this world. She didn't choose St. Joe's. St. Joe's chose *her*.

The woman in these newspaper ads is a Paradise Valley model named Linda Fisler. She wasn't really a fat person. She's never attended the hospital's "weight-management" program. She's never lost 48 pounds—she only weighs about 100. The quotes aren't from Fisler; they're not even quotes from any patient at the hospital. And the results shown are not the actual results of any particular patient.

The stuff about shedding pounds came from Sandoz, a pharmaceutical company that makes Optifab, a powdered diet formula.

Hospital spokespeople say it's the kind of "generic" story they hear daily—kind of a "typical" life in the fat lane.

Let's return to the story of the self-described "new" mom.

"After three months, I've lost 48 pounds," she says in the ad. "And my blood pressure is back to normal. Now, instead of my kids being embarrassed, it's me who's turning red because they always want to show off their 'new' mom. But, I think I can handle it."

But can you believe it? Let's ask.

Jane Houmes, the hospital's program director, says the ad represents what clients can "realistically expect" from a St. Joe's treatment. She describes the tearful but happy story as "typical comments made by a conglomeration of experiences with the program."

Kristen Brignall, a marketing assistant for the hospital, points out that "there's no name in the ad." That's right. There is no name. Unlike another, almost identical ad in the "I Chose St. Joe's" campaign, *that* one quotes a neurosurgeon named V.K.H. Sonntag as saying he picked the hospital despite the fact that "I could practice neurosurgery almost anywhere."



"I couldn't blame them. In fact, I didn't much like going out in public myself. I tried just about every diet and always ended up feeling like a failure. But all I had was my confidence. When my doctor told me I had high blood pressure and I was a good candidate for a heart attack, I decided to get serious. So I chose St. Joe's."

other methods that didn't work for me. After three months, my blood pressure's back to normal. Now instead of my kids being embarrassed to be seen with me, it's me who's turning red because they always want to show off their 'new' mom. But, I think I can handle it."

and these same promote safety and efficiency. They need more research and need to be used with the proper supervision. Call...

In some ways, it is a relief to know that Sonntag really is a neurosurgeon at St. Joe's Barrow Neurological Institute.

These two ads, which sure look the same, are different, people at the hospital insist. The Sonntag ad, using a real person, is a "testimonial" ad. The anti-obesity ad, using a model, is described as "talent advertising."

Oh. Linda Bentheim, a hospital spokeswoman, compares the anti-obesity ad to a cosmetics commercial. "You know the woman in a Maybelline commercial is an actor," she says. "And you probably know you are not going to look like the model when you use their products. But, what you are going to find, just like that ad says, is that Maybelline gives you longer eyelashes. What's critical is, if the information that we're sharing of the program itself accomplishes what we say it can accomplish."

Longer eyelashes are one thing. A longer lifespan is another.

What does St. Joe's ad agency say? Bill Lavidge of Drackett & Lavidge points the finger right at *New Times*.

"Check out your own Romance ads," Lavidge says. "It's the same thing. What's advertising for

lonely with models representing real people and the advertisement we ran? You guys even use the same modeling agency as us."

Well, Bill, nobody's perfect. But check out the bottom line in the recent Romance ads. The line that says "models." There's nothing like that in the anti-obesity ad. Besides, we're talking about a hospital soliciting business from people who may have major health problems. (Not that being lonely is *not* a problem.)

So, could anyone be confused by the St. Joe's ad? "They'd be no more confused than anyone watching TV that sees a headache commercial and watches them take two Excedrin and the headache goes away," says Lavidge.

Speaking of headaches, Lavidge says that anonymous letters blasting the anti-obesity ad that went to both the hospital and the media were probably the work of an aggressive competitor trying to steal business or damage the reputation of Drackett & Lavidge.

On the other hand, he says, "I think we're going to have a long talk about the advertising and discuss whether or not it should be used. We don't want to create an issue." —J.W. Casserly

Members rallied in support of members of the two unions' Joint Bargaining Committee, which is negotiating new 40-month contracts with the USPS. Existing contracts expire at midnight Nov. 20.

Haverhills Owners Settle With the FTC

WASHINGTON, DC—Gerardo and Priscilla Joffe, owners of Haverhills, a cataloger based in San Francisco, have signed an agreement with the Federal Trade Commission to change their advertisements for tanning and fuel-saving devices.

Earlier in the year, the FTC began administrative proceedings against the Joffes and their company, alleging catalog advertisements for the Gold Star Tanner and the Fuel Magnetizer were false and misleading.

According to the FTC, the ads falsely claimed that the tanner could be used without risk of harmful side effects and motorists could get better fuel efficiency with the Magnetizer.

Saks Use-Tax Case Could Be Critical

NASHVILLE, TN—The long-awaited test case that the Direct Marketing Association had been seeking for the use-tax issue may emerge next month when Saks Folio Collection meets Tennessee in

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year, as —
In addition, Carter
tor of the division, which is an
arm of the state attorney general's office.

So far, 60 separate complaints involving at least 25 different 900 phone numbers are currently being investigated, she said.

Officials are unable to identify the complaint-generating companies, but Royer said the division has subpoenaed the records of

telemarketers by postcards and coded telephone messages for "free" cars, vacation opportunities even apartment callers to ring up bills, with calls costing a minute.

"What we are multimillion-do

Quaker Direct

By Jerrold Ballinger

CHICAGO — Quaker Oats Co. and Daniel P. Strunk, founder of Quaker Direct, have parted ways over "differences in the execution of the program," according to Philip Gloudemans, spokesman for the company.

However, Quaker plans to

"go forward" with couponing program explaining that it

were in execution. The details of were not made available. No replacement was named.

Gloudemans said disagreements with over a period of time. Finally, it all came

Strunk said that agreement made. ment, he would not comment, although he hasn't taken a position considering the Direct Marketing Association's offers that have come

Prior to joining in 1986, Strunk was marketing committee for the footwear company converse Inc. Strunk was promotions for Quaker

None of the personnel involved contacted.

"Strunk is seen as a leader in the direct marketing industry," said Gloudemans. "He deserves a lot of credit for creating the program and

PMG Denies '92 Rate Case

WASHINGTON, DC—Postmaster General Anthony M. Frank is denying that the U.S. Postal Service may be forced to seek another rate increase as early as 1992.

Frank had said earlier that congressional action, forcing the USPS to contribute \$4.7-million over the next five years toward pensions for retired workers, will mean higher rates sooner than expected.

The next rate case, he maintained, would be "sometime after" 1992.



BULLETIN

Mesa Moving Loses Suit Against Bureau

Suit Dismissed In Superior Court BBB Awarded Attorney's Fees And Costs

Tony & Katy Alawy, dba Mesa Moving, 37 West 6th Avenue, Mesa, filed a lawsuit against the Better Business Bureau on April 19, 1990. That suit alleged that the business reliability report provided by the Bureau to inquirers of Mesa Moving was untrue. The lawsuit filed on behalf of the Alawys and Mesa Moving asked damages in excess of \$21,000,000.

The Bureau moved swiftly to defend itself and produced scores of complaints against the firm which, according to the complainants, had not been settled or had been ignored for long periods of time. The Bureau discovered, during the development of its defense, several lawsuits filed against Mesa Moving for various contractual failures.

During the period of litigation the Bureau continued to provide inquirers with the company reports as follows:

"According to information supplied by Mesa Moving Company, it began business in 1978. Bureau files began in November, 1979. Mr.

Tony Alawy is the owner. The Bureau has received complaints alleging unsatisfactory performance,

damaged, lost or improperly packed or stored articles, and price disputes. Although the company has responded to complaints brought to its attention by the Bureau, the company's record is unsatisfactory due to a pattern of failure to resolve complaints and to eliminate the underlying causes of complaints. Based on this information, the company does not meet Better Business Bureau standards and its BBB membership has been cancelled. The Better Business Bureau does not endorse or recommend any product, service or company. This report is dated 2-28-90.

On September 26, 1990, after hearing oral arguments on the Bureau's Consolidated Motion for Summary Judgment, or, alternatively, to Compel Discovery and Request for Attorney's Fees and Plaintiff's Motion to Dismiss, the Superior Court ordered denial of the Plaintiff's Motion to Dismiss, granted the Bureau's Motion for Summary Judgment and awarded the Bureau its attorney's fees and costs in excess of \$7,000.

During the period of litigation the company continued to receive numerous complaints and, based on Bureau records, continued the pattern of unsatisfactory performance, damaged or lost articles, and price disputes. The company's record

continues as unsatisfactory with the Better Business Bureau.



Restitution Available To Some Arizona Victims

Attorney General Bob Corbin announced in a news release of September, 19, 1990, that the State has obtained a \$250,000 judgment and permanent injunction against a Scottsdale man and others who produced and appeared in a half-hour television commercial called "Money, Money, Money" for violating Arizona's Consumer Fraud Act.

The commercial featured Wayne Thomas Phillips, 43, of 15608 N. 55th St., Scottsdale, who gave advice on obtaining government grants for small businesses. The judgment provides a \$200,000 fund for restitution to Arizona purchasers of Phillips' book, "How to Start Your Business by Doing Business with the Government," which was featured in the commercial.

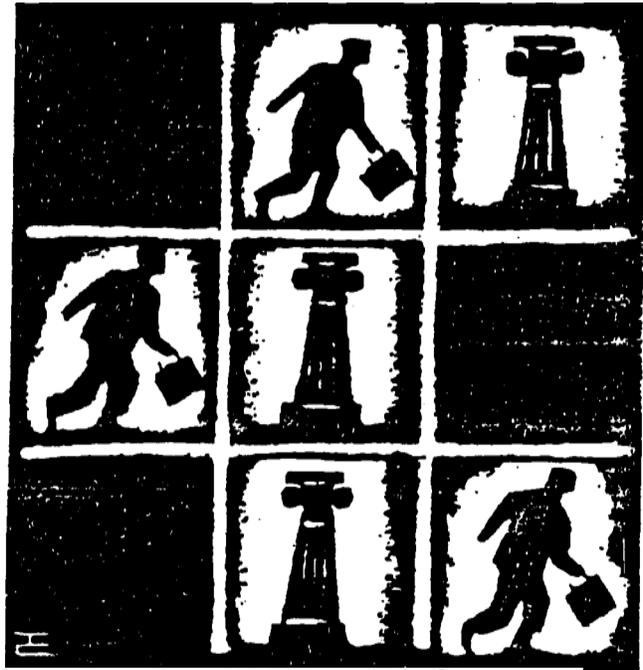
The Court found that the television program was, in fact, a paid commercial through which at least 350,000 copies of the book were sold nationwide for \$49.95 plus \$4.00 for shipping and handling. Approximately 9,500 of these sales were to Arizona purchasers.

The Attorney General's Office will mail claim forms to those persons who appear on a list of purchasers obtained from the book's distributors, as well as to those who have submitted complaints to the Attorney General. Any book purchaser who does not receive a letter by Dec. 10, 1990, must file a written claim with the Attorney General's Office before February 13, 1991, to be included in the first round of restitution payments. Written complaints may be sent to the Complaint and Information Center, Office of the Attorney General, 1275 W. Washington, Phoenix, Ariz., 85007.

BBB NOTE: Wayne Phillips Seminars, Inc., has been the subject of over 1,000 inquiries at the BBB, Phoenix. The Bureau's report reflects an unsatisfactory business performance record.

LAW ENFORCEMENT

Wall the tax and privacy I'll battles it's fighting, the B4B direct marketing industry needs to do all it can to establish (or maintain) a good reputation; when fellow practitioners go astray, it affects all and retards the image-building effort. Who are these spoilers? *DM News* Associate Editor Paul Alberta profiles the worst offenders among mail order merchants reported to the public by the New York Better Business Bureau.



Five Firms Pull Most Mail Order/Complaints

By Paul M. Alberta

The direct marketing industry is at the midst of staving off legislation that would limit its operations and eat into revenue, a challenge not made any easier by those firms either violating or skirting the laws already on the books.

Registries of complaints by the public are almost impossible to come by, but the Better Business Bureau of Metropolitan New York does keep track and reports twice a year on those companies about which it receives the most complaints.

A look at its "Top Five" does give indications of the types of improprieties the few "bad apples" engage in that tend to besmear the good name the industry is developing. While not necessarily doing anything illegal, these firms draw prodigious amounts of consumer complaints.

The initial report for this year has not been completed yet, according to Barbara Berger Opatowsky, president of the New York Better Business Bureau. The last "Top Five" was identified last March in a report that covered the last six months of 1989. But sources in the BBB said the same top five would probably be named as the top five complaint generators of the first half of 1990. American Gift/HKS Purchasing Inc., New York City; Direct Marketing Enterprises Ltd., Westbury, NY; Modern Coupon Systems, Rockville, NY; DM News, July 16, 1990

Synchronal Research Corp., New York City; and American Direct Industries Inc., New York City, were identified as the top five complaint-generating mail order companies during the last half of 1989.

According to Opatowsky, the five firms drew some 55 percent of the more than 11,000 complaints received by the BBB for the last six months of 1989.

Four of the five are still in business. Sources in the BBB said that they will be among the top New York-area complaint generators for the first half of the current year.

The BBB stated that the findings "are based on our files over the past three years" and that "BBB does not endorse, recommend, or disapprove of any product, service or company."

AMERICAN GIFT

American Gift, the BBB reports, also operates HKS Purchasing Co. Inc. and Ashley Collins. The BBB identified Herbert Soloway as president of the three companies and of Willow Post Inc., which does business as Gift Liquidators.

According to the BBB report, complaints to the bureau "have alleged nondelivery, dissatisfaction with merchandise received, and difficulty in obtaining adjustments or refunds. [American Gift] has responded to the complaints by making

the necessary adjustments."

It added, "In 1989, Judicial Officer of the U.S. Postal Service issued a cease and desist order against HKS Purchasing Corp., in regard to solicitation through the mail for a "Town and Country Coat." Respondents were ordered to cease and desist immediately from falsely representing that the product is made from a bulky deep-piled knitted or woven fabric, it will keep a person warm in very cold weather, [and that] it regularly sells for \$49.99."

In January 1989, the report continued, "the firm failed to respond to the BBB's advertising review. In December 1989 the firm informed the BBB that the ads have been modified."

DM ENTERPRISES

In its report on Direct Marketing Enterprises Ltd., the BBB notes that "it began business in 1982. Jerry Williams is chief operating officer and Stephen Brown is president. DME markets products under various trade names through direct mail, magazines and advertising.

"Our records indicate the firm's failure to: eliminate the cause of complaints, deliver promised products as represented and substantiate advertising claims."

According to the BBB report, Direct Marketing Enterprises uses the following trade names: Abernathy & Clothier,

ADV, Carter & Van Peel, Cheesevern International Ltd., GHR, Gem Collectors International Ltd., National Historic Mint Ltd., RBM, and Trends-Action Marketing.

The report further states that in 1987 the New York state attorney general brought action against Raffolier Ltd. doing business as DME, seeking an order cancelling its certificate of incorporation; enjoining the companies from engaging in the mail order business in New York state, and requiring payment of civil penalties to the state and restitution to consumers.

The suit is still pending in State Supreme Court, according to the BBB, which added that "in 1987 the New York City Department of Consumer Affairs and Direct Marketing Enterprises entered into an Assurance of Discontinuance concerning the firm's advertising practices.

"Our file [shows] that this company has an unsatisfactory record with the bureau," the report concludes.

MODERN COUPON SYSTEMS

In its report on Modern Coupon Systems, the BBB notes that Howard Mandelbaum is president and "issues two catalogs, 'Doctor Leonard's Health Care Products' and 'HealthLess,' in which it sells a variety of healthcare products via mail

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Special Focus

The Big Five Complaint Pullers

Continued from page 25

order."

The report also states that "Complaints to the Bureau have alleged nondelivery, dissatisfaction with merchandise received, and failure to provide refunds. The firm has responded to the majority of complaints by making adjustments."

According to the BBB report, "In February 1989, the BBB contacted the firm

regarding the continuing pattern of complaints as reflected in new cases. The Bureau again requested that the firm provide a list of steps that it planned to take in order to alleviate the increasing number of cases.

In March 1990, the BBB noted, the company responded that "in fall of 1988 a fire destroyed almost 50,000 records, which gave rise to an extraordinary [number] of complaints."

Modern Coupon further states that "in

order to better serve consumers, [it is] continually upgrading and improving [its] systems and consumer service department."

The company also has an unsatisfactory record with the Bureau.

SYNCHRONAL

The March BBB report on Synchronal Research Corp. notes that "according to information in the Bureau's file, it began

business in 1985. The firm's officers are Irs Smolev, Thomas Fenson and Richard Kaylor," and the company "is engaged in the production and distribution of products or services on television, and the subsequent fulfillment of the products and services as a result of such programs."

"In addition to the company producing its own programs and products, it manages media buying, order processing, fulfillment, and customer service under third party contracts."

According to the report, "Synchronal-owned shows are Chase Basic, Chase Beauty Imaging Systems, Children's Video Club, Hand & Foot, Home Show, How to Buy a Car, Kibbe's Metamorphosis, Loving Together, Memory Dynamics, Natural Cover With Linda Seidel, and Raising Responsible Kids."

The report adds that the "third party shows are: 101 Ways to Earn Cash [Wynn Enterprises], Chef Crowley's 'What's New...', Focus on You, Light His Fire, Men's Health Forum, Never Diet Again, Smoothline Corp., Amushka/Celitalite, Star Smile, The Blade, The Omenon System, The Work, Think & Grow Rich, Tony Robbins' Personal Power, and V-Slicer."

Complaints "have alleged nondelivery, dissatisfaction with merchandise and difficulty in obtaining refunds," the report continues, noting that "the firm has responded by making necessary adjustments."

On April 16, less than a month after the BBB issued that report, *DM News* reported that Smolev, whose legal problems made headlines in both the trade and daily press during the 1980s, had left Synchronal.

At that time, Kaylor refused to discuss the reason for Smolev's departure. He said that Smolev was "no longer an officer or employee of the corporation" and was pursuing other interests although he remained as a "consultant" to Synchronal.

AMERICAN DIRECT

The fifth-largest complaint-generating mail order company on the BBB's list, American Direct Industries Inc., owned by Richard Hadar of New York City, went out of business in December 1989, the result of an involuntary bankruptcy (*DM News*—Jan. 15, 1990).

In its March report, the BBB noted American Direct began in 1971 and between then and its dissolution used the following trade names: American Direct Discount Shopper; American Vision Research; Applebey, Noble & Co. Inc.; Cambridge House; Carlucci Jewelry Gallery; Christopher Gallery of Fine Gems; Prize Headquarters; Wilson & Whyte; Henri of Paris; Market Research Bureau; Poole's Beauty Boutique; Poole's Data Entry; Poole's Fifth Avenue; Premium Distribution Center; Poole's Collector Society; U.S. & Overseas Coin Exchange; and Win-O-Grass.

The BBB's unsatisfactory rating specified "a pattern of no response to consumer complaints" and noted that American Direct had been appointed by a federal judge to administer a refund program for dissatisfied customers. ■

DM NEWS

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DM News, July 16, 1990

The Better Business Bureau

I am going to give you an opinion that shocks many people: I think the BBB is little better than a cleverly disguised protection racket, just one step away from "55 a week for insurance or somebody might break all your windows." BBB memberships are sold via the inducement of a good 'report' to those who inquire about your business, with the implied threat of a bad "report" if you refuse to join. This has been my experience on several occasions. Also, I have found BBB personnel, including an "Executive Director", to be woefully ignorant about business in general, arbitrary, stubborn, unfair, and biased against the entire direct marketing industry.

The lengthy article by Steve Brown from DIRECT MARKETING NEWS reprinted on the following pages parallels many of my own frustrations with the BBB.

Unfortunately, with all that said, it is still a good idea to join. A large enough segment of the public erroneously believes that the BBB is some kind of government agency, gives it undeserved credibility, and does check with it before making purchasing decisions. You'd be surprised at the number of people who will call, long-distance, your local BBB office before buying from you. Like the shopkeeper forking over the \$5 to the neighborhood hoodlums, it's prudent math to pay them.

Stubbornly, I have refused to do so. My companies are not Better Business Bureau members. However, my example is not one to follow; it undoubtedly costs me business.

As a direct marketer, though, you must pay close attention to what the BBB has on file about you and says about you, and take aggressive steps to make them accurately report' on your company. This is much easier to do as a member than as a non-member. Also, if a dissatisfied customer files a complaint against you with the BBB and you receive, the BBB's standard form letter "investigating" the situation, it is in your best interest to resolve the matter with the customer if at all possible and, resolved or not, to respond to the BBB's inquiry in great detail.

What the BBB Complaint Reports Didn't Say

By Steve Brown

(EDITOR'S NOTE: The following was originally written as a letter to the editor in response to an article in DM News. Additional Editor's Notes have been added to the story to confirm certain allegations.)

I'm surprised at DM News, Your July 16 article, "Five Firms Pull Most Mail Order Complaints," played right into the Better Business Bureau's hot little hands.

The article simply parroted the BBB's latest report, which as usual was filled with

Opinion

gross inaccuracies and false innuendoes designed to tarnish the image of direct marketing in the public eye. Someday an enterprising reporter will seriously investigate that smug, self-righteous organization—and expose the self-serving (and anti-direct marketing) conclusions with which it fills the pages of its supposedly "objective" reports.

Am I attacking the BBB? You bet. And it's about time somebody did, because the reports it issues on the direct marketing industry are often stupid and unfair, not to mention malicious.

But wait. Before launching this attack on the BBB, I must tell you up front that mine is one of the "five firms" (the five "bad apples" mentioned in your article. So I am not impartial.

In fact, several years ago I sued the BBB for deliberately false and malicious attacks on my company—and won. The

BBB was forced to agree to print a retraction and also pay me \$1,000 compensation, the check for which was framed and placed on my office wall.

(EDITOR'S NOTE: Brown's company won a libel action against the Better Business Bureau of Eastern Pennsylvania in 1982. As reported in our May 15, 1982 issue, the BBB retracted allegations of false advertising by Abernathy & Clotcher Ltd., H.M. Fisk and North American Minerals Ltd., that it had published in its Report to Members in 1980.)

This humiliation evidently irritated the BBB, which since that time has never missed an opportunity to attack my company in print (along with the rest of the direct marketing industry), attempting to win by deceit what it could not achieve in court.

This BBB report featured in your article is a perfect example, and I will now illustrate how it deliberately attempts to mislead by omission, innuendo and plain inaccuracy.

1. The BBB's report is based on the (supposedly huge) volume of direct-mail-generated complaints it received for the last six months of 1989. But it deliberately omits to mention the total volume of transactions involved. For example, my company, Direct Marketing Enterprises, handles more than 20-million transactions annually. When evaluating a direct marketing firm of that size (one of the largest in the country, accounting for almost 4 percent of all bulk mail moved in the United States) to focus on just the raw number of complaints alone is extremely deceptive, and designed (intentionally, in my opinion) to mislead

the very public the BBB purports to serve.

But of course the BBB knows that. They aren't dummies. They know that consumers should be concerned not just about



A DMK sailing plane

how many complaints are lodged against a particular company, but how many per thousand transactions. Otherwise the consumer has no way to gauge the probability of his transaction resulting in a complaint. Unfortunately, the BBB officials refuse to put such important comparative information in their reports.

This is not surprising, since a good part of BBB funding has historically come from retail stores. And these stores have no interest in painting a fair and honest portrait of

their most dangerous competitors—the large mail order firms (like my own) that annually take hundreds of millions of dollars in business away from them.

Does my company generate a lot of complaints or not? Here's the answer along with the information the BBB "for got" to include in its report.

According to the BBB, the five "bad apple" firms it criticizes "drew some 55 percent of the more than 11,000 complaints received by the BBB for the last six months of 1989."

That's a total of 6,050 complaints. How many belong to my company? The BBB doesn't indicate. But what the heck—why quibble? Let's pretend all the complaints belong to me. Now take the more than 10-million transactions my company completed in the same six-month period and divide that figure into the number of complaints. Are you ready? Our "bad apple" complaint ratio turns out to be a shamefully outrageous 0.000605—or just over six one-hundredths of 1 percent!

That's not an indictment, it's a compliment. And a miracle—at least to anyone who knows anything about the mail order business. So why didn't it come out that way in the BBB report? Why indeed. Let's look a bit further.

2. Your article quotes the BBB as saying: "Our records indicate the firm's failure to eliminate the cause of complaints, deliver promised products as represented and substantiate advertising claims."

Strong words, but false ones. Nah, that's

Continued on page 32

The German Model

By Ray Schultz, Editor

We don't want to start shunning other people's nationalities, but we have to say the Europeans do not practice democracy as we know it.

In Britain, the progenitor of our own benighted system, you can't report on legal proceedings in motion, or indeed on

Commentary

much of anything the government doesn't want reported. You can't interview IRA members on the air.

And the Brits, who once ruled two-thirds of the globe, aren't fooling around about this. Woodward and Bernstein would have gone to gaol (British spelling for jail) if the Watergate story had taken place in the U.K., and they still wouldn't be out.

Now turn to the great German nation, the largest democracy in Europe. It threatens to dominate the Continent once it pulls itself together.

There are many reasons to feel ambivalent about this, even though it's now considered rude to talk about them. With neo-fascist parties marching around East Germany, we'd be just as happy if the Russians stayed there. In this instance, Page 30

however, let us content ourselves with focusing on our area of parochial interest—that of data protection.

The German privacy laws, considered the strictest in Europe, apparently will be the model for all of Europe, and indeed, for any country that wants access to data on European citizens. That's the current interpretation by the finest minds available as we approach the single market in 1992.

This means the U.S. will have to have equivalent protections before it can do business by mail with the Europeans. And these laws go far beyond anything we have now.

For example, mail preferences—the ability to opt off mailing lists—must be mandatory, not voluntary under the proposed laws. Moreover, the rules about notifying consumers about each and every use of their names are so numerous that they amount to a virtual "opt-in"—or positive-option requirement, according to some observers.

Then there's this little rule—that the telecommunications companies themselves are responsible for misuse of the telemarketing medium.

It's nice to see the Germans taking such an interest in privacy. We hope they and the other European regimes apply the same restrictions on use of per-

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Letters

Take His Card, Show Him Nothing

The letter in your Aug. 6 issue from an Indiana list owner describes a visit from an Illinois Internal Revenue Service agent seeking names of businesses to be checked to make certain they had filed tax returns. The list owner refused to cooperate.

This reminded me of a visit by an Illinois taxman to my booth at a stamp show. (These shows are frequently run in New York and a dozen or so other cities by the American Stamp Dealers Association, and attract tens of thousands of collectors and hundreds of dealers from all over the world.)

The gentleman offered me his card, asking if he could go through my cash box to look for checks on Illinois banks from collectors who had bought stamps in New York, so that they might be billed Illinois sales tax on their purchases. I refused. Within an hour, a statement from the show's sponsors reached each dealer, advising that they refuse the agent's request.

Today, with high rents for stores in large cities, the stamp business has become one handled more and more ill. Stamps sold at public bids are accepted by mail only, account for hundreds of millions of dollars in sales per year.

Some states have already begun to correspond with the sponsors of these auctions to collect sales tax from collectors who have stamps sent them via the U.S. mails.

Herman Herz Jr.
Boca Raton, FL

Why Lillian Wasn't There

A headline in your July 16 issue, "Award Given, But Where Was Lillian?," indicates it wasn't "Lillian" who missed the opening luncheon of this year's Catalog 'C' conference in New York—it was your reporter.

If DM News had been present at that luncheon, it would know that the selection of a "Catalog of the Year" is not an award in the traditional sense. It's simply my personal salute to a catalog I feel is deserving of special recognition. Neither the Direct Marketing Association nor Catalog Age magazine is in any way involved in choosing who will be given this special recognition.

The whole thing started at the 1983 DMA annual conference in Miami Beach, when I was asked to give a presentation on pacesetters and innovators in American

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DM News, August 27, 1990

Don't Always Believe the BBB

Continued from page 30

too poetic. What I mean is, it's a damn lie. Does that mean the BBB told an actual lie? Of course not. The BBB would never lie in public—not literally. For example, look at the BBB's weasel-wording of "Our records indicate..."

Sure, go argue with them about their own records. But other agencies have records too. And they indicate just the opposite. For example, as one of America's

largest mail order companies, we are always a candidate for routine investigation by federal, state and local officials and consumer organizations all around the country. We handle countless inquiries from the public as well as the government—and we come up clean.

And that doesn't mean "they can't pin anything on us," or "we're getting away with something."

The Federal Trade Commission regularly examines our operation for compli-

ance with mail order regulations. We can't avoid it—we gladly open our records to them—and they are quite satisfied with our handling of consumer inquiries and complaints. (In fact, the FTC told our attorneys, in February of this year, that we were setting new and higher standards for our segment of the industry.)

The New York state attorney general also vetches us carefully, and in his action against us (more about that later) conceded that for the most part our products are worth

the consumer's dollar. The U.S. Postal Service also looks over our shoulder (why not we make them work hard) and they apparently have no problem with us either.

So what the heck is the BBB talking about? To find out, let's look at the rest of their "objective" description of my company:

However, before we do, this seems like a good place to bring up another bit of "strategic omission" regularly practiced by the BBB—especially when alerting the public to the many "perils" of shopping by mail. (As opposed, I imagine, to the delights of shopping at the retail stores that fund the BBB and support its public utterances.) I refer to the fact that the BBB never mentions the *kind* of mail order complaints it is talking about.

Perusing the BBB's many inflammatory reports on mail order complaints, the average reader might suspect sinister doings in the mail order business. And indeed the BBB encourages this attitude. But in fact the reason for most mail order complaints (including those received by my company) is not deceptive advertising or taking the money and running, but simple nondelivery.

Nondelivery...but isn't that sinister? It would be, if it were deliberate. But we all know (from the regular reports printed in *DM News*) that the USPS has serious nondelivery problems. In fact, some published studies indicate it fails to deliver as much as 18 percent of the bulk mail entrusted to it. That there are so few complaints indicates that most companies do an incredible job of handling such problems before they ever get to the BBB, the USPS or the attorney general.

And speaking of the attorney general—that brings me to my next example of BBB reporting chicanery.

3. As I mentioned above, my company handles more than 20-million transactions a year. And since we are not perfect, some of these transactions will undoubtedly be mishandled—by us. But by far the overwhelming majority of complaints will be the result of nondelivery due to postal failure. And when we hear from customers who have failed to receive their merchandise, we handle those complaints immediately. Gladly. After all, who wants an unhappy customer? So we reship at our own cost, and eat the loss in both postage and merchandise.

Unfortunately, however, we don't hear from everyone who has a nondelivery problem. That's because, if our mail to them can get lost, their mail to us can get lost too. And does. Then look what happens.

Let's say, hypothetically, that out of our 20-million annual transactions, 10 percent experience a nondelivery problem due to postal failure. So these two-million customers (deservedly annoyed) sit down and complain to us. But we can only satisfy 1,980,000 of them. Why? Because 2 percent (minimum!) of these two-million complaint letters never reach us due to postal failure. So now we have 20,000 customers who have graduated from being merely annoyed to being hopping mad. And what do they do? They complain to the USPS, the attorney general or the BBB.

That wouldn't be so bad if those agencies told us who these customers were, so we could answer them. But they don't. Instead they "create a file." That means they let those complaints sit around, piling up, so that "we can build a case against those guys." Which eventually they do, and we get a phone call, a letter or in some instances a lawsuit from the Consumer Affairs division or the attorney general's office.

Now you have to understand this:

DM News, August 27, 1990

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Don't Always Believe the BBB

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what the BBB left out.

The issue related only to a single advertisement for a single product sold by my company—a fishing-tackle set. It concerned only (pay careful attention now) the size of the typeface that appeared beside the photograph of the product, which read in its entirety: "Tackle box not included, see bonus offer." They asked us to set it a point larger; we said OK. End of story.

However, the BBB, as reported in your article, made it appear as if the matter involved not just one minor adjustment to

a single advertisement but an attack on the entire advertising practice of my firm. But that's the way the BBB operates.

I certainly hope that in covering future reports emanating from the BBB, *DM News* will see itself not as a public-relations department for the Better Business Bureau but as an important voice for the direct marketing industry.

I recognize and applaud your willingness to keep an objective eye on the industry and to level criticism where it is warranted. But *DM News'* unquestioning acceptance of the standard BBB "line" is particularly surprising given your level of

experience and sophistication in the field.

You know that I make a practice of specifically not writing about our industry, and have turned down numerous requests for articles. But I make an exception in this case because the BBB's assault on the industry (and on my company) is so outrageously unfair.

Anyway, rest easy. I won't Threaten to Cancel My Subscription if you don't print this letter (that would be cutting off my nose to spite my face). But you can be sure I'll think of something equally frightening—like maybe putting your name on my company's mailing list! ■

Serve Brown is president of Direct Marketing Enterprises Ltd. (DME), Westbury, NY.

Letters

Continued from page 30

cataloging. At that time, I singled out what I considered 10 catalogs that (1) were leaders in highly competitive fields; (2) had maintained records of success for at least three years; and (3) had annual sales volumes of at least \$10-million.

Then, almost as an afterthought, I decided to pick one of the 10 selected catalogs and suggest it was deserving of the title of Catalog of the Year. Somehow, the idea caught the fancy of a lot of people, and it was suggested I might pick another catalog of the year and salute it as part of the keynote speech I was asked to deliver at the first annual Catalog Conference in 1984.

Since that time, my personal catalog-of-the-year nomination has become part of each Catalog Conference. Although for the past two years I've made the presentation at the end of the American Catalog Awards luncheon, it is clearly identified as strictly my *personal* selection, and not one of the awards.

In fact, no award, as such, is presented. While I consult with many leaders in the catalog field each year before making my selection, I feel it would be inappropriate to do anything that might indicate that the full panel of American Catalog Awards judges had been given an opportunity to participate in the selection.

It is also for this reason that I've made it a practice to keep my selection completely confidential until my conference presentation. Thus, your comments that "someone working for one of the co-sponsors, the Direct Marketing Association and *Catalog Age* magazine, apparently forgot to tell the recipient to have a representative at the American Catalog Awards luncheon ceremony" are incorrect.

I had a special reason for my selection this year. In my presentation, I said, "As we face difficult times ahead—particularly with those major postage rate increases staring us in the face—it seems most logical to select a real survivor for special recognition. That's why I've selected Lillian Vernon as the 1990 Catalog of the Year."

In leading to this conclusion, I pointed out that novelty-merchandise catalogs, with average orders of only \$10 to \$20, were the big-circulation catalogs 20 and 30 years ago. But all except one had subsequently either disappeared or become an also-ran in the annual American catalog derby.

"But," I added, "there was one notable survivor—Lillian Vernon. It had fewer than one-million customers in the mid-1970s when other novelty-merchandise catalogs began to fall by the wayside.

"But it managed to adapt to changing trends. It didn't give up when the going got tough. By astute product selection and gradual changes in presentation techniques, it boosted its average order to nearly \$40. Today, this survivor is not only firmly entrenched in the marketplace, but keeps adding to a growing base of well over five-million loyal customers."

Even though Fred Hochberg or Lillian Vernon herself wasn't on hand to hear my remarks at the Catalog Conference luncheon, I can assure you I promptly passed along my personal congratulations to them.

Richard S. Hodgson
President
Sargeant House
Westtown, PA

DM News, August 27, 1990

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For most consumer affairs departments or attorney general offices, overworked and underfunded as they are, five complaint letters ("ALL ABOUT THE SAME COMPANY FOR CHRIS-SAKES!") are a lot. And 10 or 20 (gulp) are a flood. So imagine how they feel when we drop 100-million pieces for one of our products and they get ("HOLY #@&") not 10 or 20 but over 100 complaints about the same company! It's like Pearl Harbor. And for months, maybe even a year or more, there's nothing but yelling and threats and the courthouse.

Then finally, a long time later, we iron it out. We show them our records, walk them through our company—even let them roam barefoot through our precious data banks. As a result, we succeed in convincing them, proving to them, that it wasn't our fault. And that we'll gladly fix it, satisfy every name on their list. Which we would have done in the first place, if they had only listened instead of threatening. I mean, the complaints represent our own customers, right? We paid a fortune to find them in the first place, so why on earth would we want them to be mad at us and not buy from us anymore?

Now pay attention to this (scandalous-ly) intriguing fact:



Steve Reeves

Of all the complaints about our company (including those in the latest BBB report), an overwhelming majority (between 73 percent and 77 percent) had already been fully resolved by us, on our own, before we even knew that the BBB or any government agency had ever received those complaints. We know this for a fact. And I can state the BBB knows it too—because we regularly gave it to the attorney general and the FTC in the form of company-certified and fully documented reports delivered right to their door every six to eight weeks for verification. (As they are verified against the agencies' own records.)

No other company in our industry goes to these lengths to prevent and eliminate customer complaints. That's why the FTC told our company it is "setting new and higher standards" for our entire segment of the industry. So how can the BBB (with a straight face) report on our "failure to: minimize the cause of complaints..."?

What is going on here? What has happened to fairness and accuracy in reporting when a self-serving, self-appointed "guardian of the public" can concoct a report full of inaccuracies, innuendoes and falsehoods—yet receive uncritical acceptance and mass publicity from thousands of

newspapers and hundreds of TV stations all over the country?

How can the media allow the BBB to regularly publicize alarmist reports about sinister mail order companies and huge floods of unresolved complaints when it knows that fully 75 percent of those complaints have already been resolved, beforehand, by the companies themselves? And in the case of my own company, the remaining 25 percent (up to 96 percent) are responded to within 48 HOURS of our receiving notification from the forwarding agency.

Why, then, is the BBB always bad-mouthing the direct marketing industry? Obviously, in my opinion, because the retail stores and associations that help fund and direct the BBB are frightened out of their minds by the rapid growth of direct marketing sales at the expense of retail sales. And I don't blame them for being scared. But I do blame the BBB for attempting to allay that fear by unjustly defaming the reputation of the mail order industry—and my company with it.

And getting back to my company: Where does that leave the New York state attorney general's suit against it—which, the BBB ominously hints, "is still pending in State Supreme Court"? Frankly, I don't know, because the suit is "still pending."

But the real question—the one the BBB left out—is what the suit is about. The fact of the matter is that the suit was brought after the New York attorney general received what he thought was an incredible number of complaints against us: exactly 726 complaints, in 18 months, from all over America.

I'll bet he thought we were the Jack the Ripper of mail order companies!

But then we got a chance to present the facts, after which, I think, we no longer seemed quite so dangerous or sinister. Especially after we explained that those 726 complaints represented over 30-million transactions handled during that 18-month period. Which meant our complaint rate was actually only 0.0000242—or 24 one-thousandths of 1 percent.

So does the attorney general love us now? Nope. Because my company still feels like a bug up his—I mean a burr under his saddle.

You see, even though we didn't do anything wrong, his office simply couldn't handle that many complaints—we were busting his budget. So he was still mad at us, even though the nondeliveries weren't our fault and even though we had procedures in place to handle and satisfy every single nondelivery complaint we received.

So his suit sits there, "pending." Eventually it will probably be settled, and the attorney general will extract a "fee" to cover the state's cost of investigating us (which we will not, as a practical matter, be in a position to contest, because as he will point out to us, even if we go to court and win, the cost of legal fees will be far greater than the cost of settling; and he will be right).

Yeah, but is the case settled yet? Not yet. When will it be? Who knows? Meanwhile, by referring to this suit in its report, without disclosing its nature, the BBB insinuates by sly half-truths and selective omission that we are in some way "bad apples." The only bad apple is a private organization that pretends to work in the public interest when in reality it has an agenda that conflicts with the public interest.

(EDITOR'S NOTE: Some in the New York attorney general's firm that its case against 1987, is pending, that no i

issued against the firm by the court and that negotiations have been under way toward a settlement.)

The very fact that the attorney general's suit is still "pending," without any injunctive or other relief having been granted by the court, indicates how ill-founded it was. (But hey, the AG certainly did get a lot of publicity in the press and on TV when he announced it. And did you notice, sitting right next to him, posing for the TV cameras and prompting the press, was a representative of the BBB?)

As a matter of fact, didn't you print an editorial ("Direct Marketer of the Year," Aug. 1, 1988) exposing the apparent insincerity of the attorney general's position in this very case? Sure you did. (Your reporter should have read it.)

Yet the BBB tries to con your readers

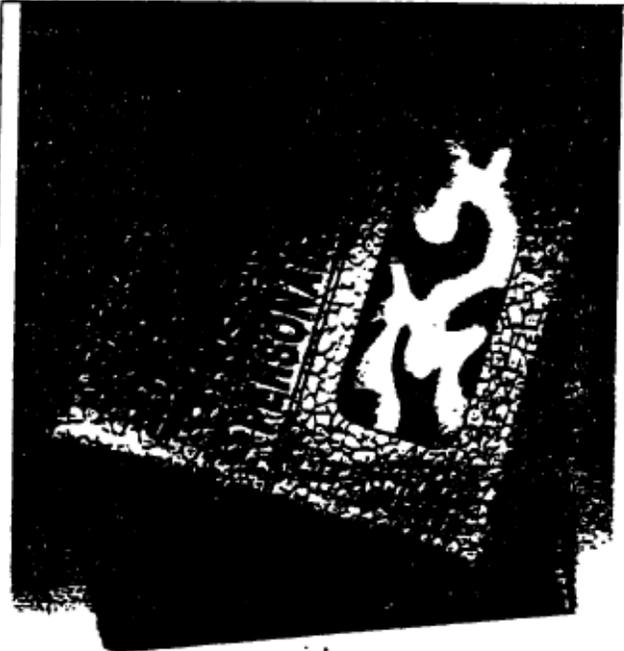
into believing, by quoting the horrendous claims of the original suit, that it is something more than a combination of misunderstanding plus the chance of free publicity for the attorney general—ever a astute politician.

(This is getting tiresome, so I'll finish quick.)

4. At the end of your article, the BE tells your readers that in 1987 "the New York City Department of Consumer Affairs and Direct Marketing Enterprises entered into an Assurance of Discontinuance concerning the firm's advertising practices [and] our file shows that this company has an unsatisfactory record with it bureau."

Sounds real bad, right? Well, here

Continued on page 34



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AND NOW, A FEW WORDS ABOUT MULTI-LEVEL MARKETING

I am not opposed to multi-level or "network" marketing. In fact, I occasionally speak to mlm-groups and consult with companies in the industry. I know many very successful people in these businesses and recognize the positive impact these businesses have on many people, financially and otherwise. In fact, you might even call me a "fan" of legitimate multi-level.

Unfortunately, legitimate MLM's really are scarce and this is, with some real justification, one of the most regulated, most scrutinized, and therefore most dangerous and unstable businesses on earth that you could possibly involve yourself with.

The most recent big disaster was FUND-AMERICA, and I am "on record" telling at least six different people that it was doomed over a year before its crash — five of whom ignored me, criticized me, waved lawyers' opinion letters at me, and on and on. FUND-AMERICA only serves to illustrate the difficulty of telling the legit from the illegit, particularly when blinded by especially dazzling bullshit.

Mark Skousen, one of the brightest financial advisory writers in the country, observed as a historical footnote that "FundAmerica looked legitimate on the outside. It seemed like a great concept...a wholesale buying club for financial services. Well-known companies were 'sponsors.'" Mark adds that Howard Ruff, who heavily promoted the deal, called it "the biggest embarrassment of my business career."

Well, strip away the flash and bs, and FundAmerica is a close replica of several previous, illegal pyramid schemes, on the books as precedent cases for anyone to see. Its biggest failing: no real retail marketplace. And as for Howard: after FA's demise, he has started his own clone. - it, too, illegal and doomed.

Another fairly recent "biggie" was ENDEC, modeled after Dare To Be Great, but trying to hide its true colors by using commonly available audio products such as Nightingale

Irvine Marketing Executive Arrested for Fraud

By DEAN TAKAHASHI
TIMES STAFF WRITER

The top executive of Irvine-based marketing firm FundAmerica Inc. was arrested Thursday on fraud charges in connection with a Florida investigation into whether the company ran an illegal pyramid scam, Florida regulators said.

Robert T. Edwards, president of FundAmerica, was arrested in Wilmington, Del. He is being held on charges of criminal organized fraud and unlawful lottery activity, said Joe Bizzarro, spokesman for the Florida Attorney General's Office.

FundAmerica confirmed in a

statement Thursday night that its offices in Irvine were searched in connection with an investigation by the Florida attorney general.

A "cease and desist order" was also issued by the Florida attorney general against the company in connection with the investigation and accused the company of running a scam that bilked Florida residents out of more than \$8 million.

FundAmerica's statement said the company was "shocked by the actions of the Florida statewide prosecutor's office."

Clifton H. Jolley, a FundAmerica spokesman, said the company has been operating for four

that the Florida regulators did not attempt to contact it before issuing the cease and desist order. The company also said regulators did not understand the difference between what FundAmerica does and an illegal pyramid scheme.

"If you're going to search our offices, for heaven's sake, search it for something we haven't already given you," Jolley said. "We have fully cooperated. This may have been done for dramatic reasons."

Jolley said the company was still operating, but he said the Florida state actions would have a "chilling effect."

Associated Press contributor
his report

Conant titles. A very prominent National Speakers Association member "Howard Ruffed" this to his unsuspecting colleagues, and a great many lost money and some barely escaped arrest at a big "bust" of one of the company's meetings in Ohio.

Fin going to give you the determining factors, the things that tell you whether or not an MLM is "clean." And even if "clean", remember the industry is fragile for other reasons to. It's certainly not as easy as the circles drawn on the blackboard. And, when applied to information products, other "paper" products — like the FundAmerica type of memberships, or seminars, it is double risky.

Here are things to avoid:

1. A company with products that have no real world market or with a system that has no actual retailing. Consider the legitimate Amway model: a part of every distributor's business is the purchase of products at a wholesale price and the re-sale of those products at a higher, retail price to customers — people not in the system. If that model is absent, you've got troubles. In FA's case, for example, there was no retail; every member was a distributor. This is very bad news for a number of reasons, including the likelihood that the products will be found to be nothing more than a device for moving the money from level to level in the pyramid — like a \$500 ashtray.

2. Products sold at obviously inflated prices. There is federal law that says price cannot be an issue; that the marketplace's willingness to pay regulates price. But the reality is that price is very often a reason for regulatory attacks on MLM's, although other reasons must eventually be found by the prosecutors if the company survives to go to court. The "price tag" in Dare To Be Great, in James Tolleson's companies, and in ENDEC was the issue.

3. Inventory loading. I don't care how it's disguised; whether or not it is separated by days from sign-up; and whether or not it is "officially" sanctioned by the company, if it's going on, the company is guaranteed to die one way or another. If people are encouraged to buy quantities of inventory in order to gain a better commission or bonus level, award level, or other "rights", and up-line overrides are being earned based on that inventory movement, the whole operation is both illegal and built on illusion. When people brag about making large sums very fast, it's almost always a sign of inventory loading.

4. "Paper" and mail-order emphasized. The systems where you sign up for a fixed monthly purchase, usually via automatic checking account debit, and get a tape a month, a package of coupons a month, or membership benefits; and you make money by signing others up to do the same, violate #1 above, usually violate #2 above, and are really "chain letters".

5. Mandatory monthly purchase requirements. This is a clear indication that substantial amounts of product are not "naturally" being bought at wholesale and re-sold at retail to customers outside the system; the purchases have to be "forced"; the business is not retail marketplace driven.

6. Substantial money made by signing up new distributors. This is called "headhunting fees." It is illegal.

Here are the lies you'll be told most often:

1. Our plan has been approved by state attorney generals. Punch the liar in the mouth and run like hell, with your hand clamped firmly over your wallet. Attorney generals' offices do not, under any circumstances, "approve" anything.
2. Our company has expert "MLM lawyers." Pfiu. USA (UNITED SCIENCES) had Jerris Leonard, a former U.S. Attorney Generals' Office lawyer and a 15 year expert in MLM, going back to the Turner companies, as its Executive Vice-President. He wasn't much of a talisman. With 20/20's cameras on him, he sweat a river and turned pale-gray just like everybody else. But at least he went down with the ship. Most lawyers who are "MLM experts" have a long list of defunct companies as their track record. Their opinion is worth squat.
3. Our plan is different because.....If it matches one of the "no-no" items on the previous page, it ain't different..

Okay, so why do these companies keep springing up, looking slicker each time, appearing believable, and sucking in so many smart people? The "Founders" start and perpetuate these deals for one of several reasons:

1. Naivete, ignorance and stubborn stupidity. They refuse to see that what they are doing is illegal and/or doomed to failure. Once bitten by .the MLM-bug, some people cannot get themselves cured, and I suspect that is now Howard Ruffs problem. I have good friends who keep repeating the same dumb model time after time, generating millions, then losing it all, having everything taken from them, even going to jail, only to do it again, insisting that this plan is "different".
2. Inability to do anything else. Some of the "masters" in this industry only know this and nothing else.
3. Conscious decision to make as much as possible before the inevitable attack, then fold the tent.
4. Outright, blatant fraud — piling up money, getting it out of the country, and. disappearing before the roof caves in. In these cases, the company is nothing more than a Ponzi scheme.

Can multi-level be legitimately promoted predominately through the mail, with direct marketing techniques? And/or can multi-level be legitimately applied to information products? Cautiously and hesitantly I say: I suppose so.

I happen to know one fellow who is, at the moment, earning well over \$150,000.00 a month au a distributor in an MLM, and he is almost totally conducting all of his recruiting and retail sales activities through the mails, using the kind of direct marketing techniques discussed throughout this book (although it is significant that most of the distributors on whom he profits do not duplicate his model.) However, if you are really interested in this sort of thing, I would say that taking a look at what he's doing makes as much sense as anything I might suggest to you. I have

reprinted his current national magazine ad on the next page. His name is Dr. Gerald McCarthy, and he has a long track record of very successfully promoting various moneymaking opportunities - only in recent years has he turned to MLM, and has been very successful.

It's said that a big difference between we Americans and the Japanese in business is our emphasis on the very short term vs. their emphasis on the very long term. I think it was the comic Phil Harris who said, "If I'd had any idea I was going to live this long, I would have taken better care of myself." The same might be said of our reputations.

Some reputation and credibility blemishes are unavoidable, as the same willingness to risk and experiment and pioneer that ultimately makes us enormously, exceptionally successful occasionally takes us down a destructive path. If we gathered the 500 savviest, most successful information product marketers in the country together, it'd be "if you haven't been indicted, you're not invited" at the party. Such is life. But the wholly unnecessary assumption of risk is, I think, stupid — and, in my opinion, anything but the unquestionably legitimate, proven established MLM ventures fall into this category. My best advice is to avoid it altogether.

It may be instructive for you to know where I draw my line, in consulting. Just a month ago, two companies came to me. One is a multi-level company which markets -a pre-paid health benefits membership, providing its members with some free services and some discounts from eye doctors, chiropractors, podiatrists, etc., against a monthly fee, with everybody overriding the "membership dues. They wanted ~to hire me to develop a TV infommercial for them. I refused.

And, incidentally, it hurts to say no to money.

About the same time, a different multi-level company that markets a variety of diet, weight loss, nutrition and health food products (which happen to be quite good) via distributors wanted to hire me to develop a TV infommercial and print ads for them. I ascertained that there was a legitimate retail business; that active distributors were, in fact, buying products at wholesale and re-selling to and servicing customers outside the system; and that there was no inventory loading going on. I accepted their assignments.

Everybody draws lines about what they will do and won't do for money. There is an old joke about that which I won't repeat; it always elicits a nervous kind of laughter because of its core truth. However, price is not the only line I draw. And I hope it's not the only line you draw.

On reflection, the methods I've provided to you in this book can be quite powerful and I sincerely hope they'll be used to sell worthwhile, valuable goods in ethical ways to customers who can benefit from their dollars spent.

Napoleon Hill's book **GROW RICH WITH PEACE OF MIND** addresses this subject of sleeping at night in an interesting way, and I recommend reading it.

"A blast of brutal honesty"

My name is Dan Kennedy, and I've been involved in MLM, off and on, for over 20 years.* My corporate consulting clients have ranged from Amway to start-ups. Currently, I consult with one of the largest, fastest growing and most respected companies in the industry. One of my individual distributor, private clients made over 1-1/2 Million Dollars last year. Over two million of my "recruiting" and "product" tapes prepared for a couple of companies are in circulation right now. I also command high fees for developing "new" recruiting strategies and tools for many industries, like insurance, financial services, real estate, and direct sales. But you may know me as a speaker or author: I speak to over 200,000 people a year and frequently appear on events with Zig Ziglar, Tom Hopkins, Jim Rohn, Brian Tracy, as well as former U.S. Presidents and dignitaries, celebrities and famous athletes. Six of my books are available in bookstores.**

Companies of all types and sizes hire me to teach their salespeople how to eliminate "cold prospecting" from their businesses. And I'm here to tell you that you CAN build your network marketing business without an ounce of cold prospecting drudgery. That's one of the reasons I've written this new book: PROSPECTING SUCKS. Not only does it summarize everything I know and teach about how to use smart positioning, my own 'Magnetic Marketing', direct response advertising, lead generation 'magnets', etc. to build your kind of business (with zero "manual labor" prospecting)...it also reveals insider, little-known truths about the MLM industry and gives you a big dose of reality, which may not be yummy-tasting when you swallow it, but may save you a lot of money, wasted effort and frustration, and may even make you a great deal of money.

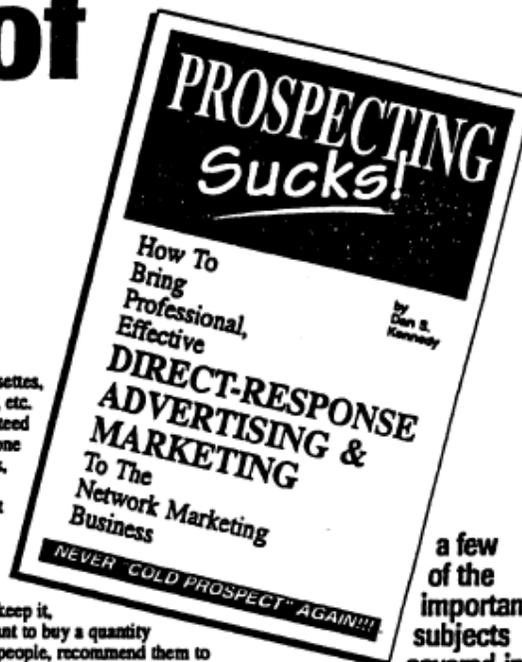
You can read my book at no risk; if, for any reason, you're unhappy with it and don't want to keep it, you can return it for a full refund. I sell well over a million dollars a year of my

books, audio cassettes, courses, systems, etc. on such a guaranteed basis, and I've done so for many years, so you can rest assured you'll get an immediate refund just for the asking. (I'm betting you'll not only want to keep it, but that you'll want to buy a quantity of them for your people, recommend them to others, and so on.) Admittedly, the book's a bit 'pricey', but I promise you the content is very different from anything you've ever read or heard or been told about MLM, and is worth far far more than the book's cost. You may be a bit offended or annoyed by some of what you read. You may have "fantasies" de-bunked and find that uncomfortable. But I dare you to read this book and not find it and me a welcome breath of fresh air in an environment largely full of hot-air hype, misinformation, and rah-rah motivation.

To order with VISA, MasterCard or American Express, you can call 1-800-223-7180, 10-4 EST, M-F, or write your name, address, phone, credit card number and expire date, and signature on a piece of paper or the coupon below and FAX it anytime to 602/269-3113, or mail to Dan Kennedy, 5818 N. 7th Street, #103, Phoenix, AZ 85014. (Checks/M.O.'s payable to: Kennedy Inner Circle, Inc.) The book's price is \$18.95 including free shipping/handling.

*As a professional speaker and consultant, I do not join or participate in any network marketing companies, to avoid conflicts of interest. My clients in this industry trust me and rely on me never to be directly involved in recruiting or building an organization. (Please do NOT waste your resources sending me information in an attempt to interest me in your particular business.)

**A schedule of public seminar dates/locations where I'll be appearing with various other top speakers and celebrities, and a catalog of all my business publications will be sent with your book.



a few of the important subjects covered in this book

1. Meet "The Professor of Harsh Reality"
2. MLM Lies, Myths & Fantasies That Can Cost You Dearly
3. Little-Known MLM Realities that You Can Profit From
4. How To Use Lead Generation Advertising & Baby-Step Marketing/ "Auto-Pilot Recruiting"
5. Five Ways To Sensitively Use Direct-Mail
6. The Truth About "Recruiting Tapes"
7. Positioning vs. Prospecting: How To Magnetically Attract Good Prospects & Have Them Begging You To Accept Them
8. What To Do To Have Credibility And Authority When You Haven't "Made It" Yet (No—Don't "Fake It 'Til You Make It")
9. What You Can Expect & Get From The New Technologies: Internet, Conference Calls, Broadcast FAX, F.O.D., Voice Mail, etc.
10. Public Speaking/Group Presentation Tips From The Man With the "Million Dollar Speech"
11. How To Correctly Predict The Likelihood Of A Company's Long-Term Survival
12. The 5 Philosophies Of Building A Network Marketing Business, Pros & Cons of Each
13. Understanding "The Critical 72 Hours - Factor": How To Immunize New Distributors Against Discouragement
14. The Powerful Secret of "Affinity Prospecting"

Name _____

Street Address _____ City, State, Zip _____

VISA MasterCard American Express Check enclosed (Payable to: Kennedy Inner Circle, Inc.)

Card No. _____ Expire Date _____

Signature _____ Phone _____

FAX TO: 602-269-3113 MAIL TO: Dan Kennedy, 5818 N. 7th Street, #103, Phoenix, AZ 85014

How to merely loan a cassette tape to people and make ^{Up To} \$26,000 or more per month!



by Dr. Gerald McCarthy

This is the easiest business you've ever seen.

Just hand a cassette tape to everyone you meet. See them a few days later, pick up the tape and a check. There's no selling, and you've never made money this easily.

You Don't Even Have To Meet People!

If you really want to make big money fast, you can even mail

the tape to people. One of my dealers mailed tapes that brought in \$603.079 in just a few months.

No Investment!

You don't need to have any inventory of products, no office — This is a perfect business for people who want to make lots of money with no hassle. All you need is a few cassette tapes which cost only \$2.00 a piece.

Saves Money And The Environment!

The revolutionary, new product that my tape reveals is so incredible that it sells *itself* because people start saving money

the first day. And even more important to all of us, it makes a tremendous impact on saving our environment. Everyone is concerned with that.

You'll Be Proud To Be In This Legitimate Business!

If you are tired of those get-rich-quick schemes that never make any money for anyone except the promoter, then this is the business for you. People will be impressed with you and your business, and your banker will be impressed by your deposits.

You can get started immediately and make money the

first day after you listen to the tape. And people will thank you for introducing them to this new, money saving, environment saving product.

Every Customer Becomes A Salesman For You!

You've never seen people so excited about a new product! You will immediately get referrals from most every customer. In fact, my dealers report that 3 out of 4 customers ask if they can market the product too! And they can! You will make a big commission on every one of their customers.

Here's What My Dealers Are Saying!

College Student Makes \$26,520.12 In A Month!

"And my next month's check will be even larger than that. I've been doing this easy business about 5 hours a day when I'm not in school or studying." — Bruce Fowler, California.



Last Month's Check was \$20,811.32!

"I'm ecstatic. For the first time in my life, I feel secure! This is the ground floor opportunity I've waited for all my life. Plus the product makes our planet a better place to live." — Michael D., Prime Source, Inc., New Jersey.

I Made \$14,584.32 Last Month!

"I have put in less than 2 hours a day, and it was so easy to get started. And, if I can succeed at this, anybody could." — Glen Brink, Colorado.



Makes \$2,755.14 Working 20 Minutes A Day!

"I was stunned that I made so much money for so little work. This is a proverbial gold mine." — William Wakeman, Jr., Marietta, Georgia.

Skeptical — Then Amazed!

"I was skeptical, but after seeing how the product saved everyone money, I was amazed. And I made \$1,034 part-time!" — Gary Gray, Maryland.



Laidback Marketing Approach Nets \$4,038.30 In Month!



"We did that strictly part-time. It didn't take long to realize we could make SERIOUS MONEY. And the tape does the selling for you. The market for this product is absolutely limitless!" — James & Gretchen Paulsen, Washington.

Hour A Day Brings \$1,976.53 Profit!

"This immediately caught on like wildfire with the few people I contacted. Now I know I could be making 10 times as much if I put the effort into it." — Henry Oniya, California.



Making Over \$100 An Hour Part-time!

"There's no selling, which is good, because I'm certainly not a salesman. I see such great income possibilities that I'm getting ready to quit my job and do this full time." — Clarence Yim, California.

\$42,142.00 Working A Few Hours A Week!

"This is better than you claimed. And nothing is simpler than passing out cassette tapes. I'm going to put in more time now and I know my earnings will go into orbit." — Conrad Ching, Hawaii.



I Almost Passed Out When I Realized I Had Made \$9,716.14!

"That was part-time. The results are immediate and exciting. Now I'm going ahead, full speed, with no holding back whatsoever." — Earle Char, Hawaii.

Lady Violin Teacher Grosses Over \$1000 In Two Weeks!

This is about the last person you would expect to get interested in a business opportunity. Even though she is very quiet and shy, she was so excited about the product that she gave the tape to a dozen people immediately. The results astounded her.

Get Your Cassette Tape Today And Listen To It!

Get my tape and listen to it. You will promptly see why everyone is excited about this new product! Use the coupon below, and I will rush a tape to you quickly, by First Class Mail so you don't miss out on this fabulous opportunity. This revolutionary product has only been available recently, so request your free tape today! If the coupon is missing, send a \$2 security deposit—which I will refund when you return the tape—to J&R, 109 Main St., Massena, Iowa 50853.

J & R, LTD.

109 Main Street, Dept. ST-1 • Massena, Iowa 50853

Yes Dr. McCarthy!

Rush the tape to me immediately by 1st Class Mail! I have enclosed a \$2 security deposit which I understand you will refund to me when I return the tape. (No time limit.) I understand there is no obligation and no salesman will call.

Name _____

Address _____ Apt. _____

City _____

State _____ Zip _____

THE RISE AND FALL OF CHARLES PONZI

by Lee Nelson

"The promise of a profit is not larceny; it is merely a promise, and a promise may or may not be kept according to the circumstances."

These are the words of Charles Ponzi, whose name has come to epitomize the ultimate swindler — after the puncture of his \$15 million money balloon in 1920.

Ponzi's legendary success came from devising a virtual cash machine that collapsed under the weight of its own exponential growth in a matter of months, leaving thousands of investors — and several banks — crushed by the debts.

Ponzi arrived in America in 1903 after an uncle bought him passage from Rome and gave him \$200. He lost all but \$2.50 to a card shark on the trip.

He spent the next 14 years wandering from Boston to Pittsburgh, New York, Montreal and small New England towns working as a dishwasher, cook, clothes presser, waiter, clerk and interpreter before returning to Boston in 1917.

While working as a clerk at an import/export firm, he hit upon his simple formula for wealth. A letter from Spain contained a reply coupon (as an international postage convenience) good for a six-cent stamp at any U.S. post office. Ponzi was impressed that this coupon had cost its Spanish buyer only a penny.

"I said to myself, if I can buy one of these stamps in Spain for 1 cent and cash it in for 6 cents in the United States, just because the rate of money exchange is higher here, why can't I buy hundreds, thousands, millions of these coupons? I'll make 5 cents on every one — so why not?"

Why not, indeed. In December 1919, Ponzi launched the Securities and Exchange Co. with a few hundred dollars borrowed from two discreetly silent partners, Louis Casullo and John Dondoro. His offer: Lend me your money and I'll return it in 45 days with 50 percent interest, or in 90 days, doubled!

From the mailing of a few simple prospectuses, the SEC became Boston's biggest snowball. Deposits mushroomed

at an astonishing rate: December, \$870; February, \$5,290; March, \$28,724; April, \$141,671; and May, \$480,000. In June, 7,824 investors brought in \$2.5 million. Ponzi claimed to be taking in some \$500,000 daily, while paying out as much as \$200,000 a day.

Ponzi greeted the hordes of investors each day as he alit from his Locomobile limousine, dressed impeccably. Tucked behind his breast-pocket handkerchief was a cashier's check for \$1 million — a sum sufficient, he said, to provide for himself and his family for the remainder of his life. Any other proceeds of the SEC would be used "to do good in the world."

On July 26, 1920, the Boston Post published an interview with Clarence Barron (who later founded the business weekly) that questioned why Ponzi put his own money in banks, at 5 percent interest, when he himself was paying at least 50 percent. Barron conceded it was possible to make money exchanging coupons, but reckoned only a few thousand dollars could be made daily and expressed the conviction Ponzi was not buying any coupons at all. The result was a run on the Securities and Exchange Co. that Monday morning.

Ponzi made good on all his notes, paying back those redeemed early at face value and continuing interest payments when due. By afternoon, it was business as usual, with a steady influx of new investors. By the end of that day, the U.S. District Attorney's office persuaded Ponzi to suspend accepting more money until an audit could be done.

The audit revealed that 30,195 investors had paid in \$9,582,591 since December 1919 for a promised return of \$14,373,818. (Ponzi, incidentally, later conceded that his scheme was not highly ethical, but insisted that it was legal and foolproof.)

Investigations revealed that in 1908, Ponzi had been arrested for a similar scheme in Montreal, but convinced prosecutors that he was an unwitting victim of his partner. He was arrested for forgery and served 20 months in a Canadian prison. After his release, he drifted to Atlanta, where he was convicted of ille-



gally smuggling Italian aliens into the country and served two more years in prison.

The debacle led to the closing of five banks that had loaned the SEC money to pay notes. Of some \$15 million Ponzi had taken in, over \$8 million was unac-

counted for. His two partners had also disappeared — one with a trunkful of cash and the other to Italy with \$1 million. Even as his fate was evident, Ponzi claims he was negotiating a merger with the Bank of America.

Ponzi was indicted for using the mail to defraud and was sentenced to five years, of which he served 3.5. Upon his release, he was retried as a common thief and sentenced to seven to nine years. But he jumped bail, turned up in Florida under an alias and began selling underwater lots at \$10 an acre, "sight unseen."

Florida authorities indicted him for fraud. Ponzi once again jumped bail and fled through the South before his reap- prehension and return to Boston. He served his theft sentence from 1927-34 and then was released at the age of 52.

Deported to Italy, Ponzi never regained the limelight. In 1936, Mussolini put him in charge of Italy's fledgling airline operations in Rio de Janeiro, a post he held for three years. He died there in 1949 in a charity hospital, alone, with nothing left but \$75 to pay for a burial plot.

In 1934, a new "SEC" — the Securities and Exchange Commission — was created to safeguard unwitting stock market investors from frauds and scams.



TOP: 1908 one of Ponzi's many "cover" stories — this early one for Italy.
BOTTOM: Ponzi released from Chelsea Prison, 2/14/34, after serving his final sentence.
UPI/BETTMANN NEWSPHOTOS

Appendix I

BOOKS, REFERENCE MATERIALS, ASSOCIATIONS & OTHER RECOMMENDED RESOURCES

NOTE: Call for current prices on any resources available
From Empire Communications Corp. 1-800-223-7180.
Order Form has been removed from this Edition of this book.

ASSOCIATIONS

American Book dealers Exchange
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503/942-7455

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SPAN
P.O. Bo# 1306
Buena Vista, CO 81211
Marilyn Ross, Executive Director
719/395-4790

National Mail-Order Association
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Tempe, AZ 85281
602/968-2552

International Platform Association
2564 Berkshire Rd.
Cleveland Heights, OH 44016
216/932-0505

Direct Marketing Association
6 East 43rd Street
New York, NY 10017
212/689-4977

RECOMMENDED PERIODICALS & NEWSLETTERS

ADVERTISING AGE

Crain Communications
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Chicago IL 60611

DIRECT MARKETING MAGAZINE*

Hoke Communications
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Garden City, NY 11530

NON-STORE MARKETING REPORT

Sroge Publishing
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Chicago IL 60611

ZIP

N. American Publishing
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Philadelphia, PA 19108

No B.S. MARKETING NEWSLETTER & INNER CIRCLE MEMBERSHIP from the Author
of this book

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360/574-3084

SHARING IDEAS –

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The Right Lists



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Selecting profitable mailing lists is easy when you use *SRDS Direct Mail List Rates and Data*. It's an invaluable aid which will help you not only zero in on the right list for your offer, but discover new markets as well. With over 12,500 list selections covering over 220 business, consumer and farm markets, this comprehensive guide contains the key information you need to compare list choices and select the best list for your offer. Each listing includes:

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- Restrictions
- Quantity and Rental Rates
- Testing Arrangements

And our data is the most current available anywhere. Each bi-monthly publication has thousands of additions and updates made by the list owners themselves.

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srds

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Yes, enter my subscription to *SRDS Direct Mail List Rates and Data* which includes 6 completely updated issues and free bulletins for only \$269.00.

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FASHION BUYERS

Media Code 3 882 1886 628 812 61985-628

- PERSONNEL**
List Manager
Charles Moore Associates, Inc., Box 6, Southampton, PA 18984, Phone 215-355-8064.
All recognized brokers.
- DESCRIPTION**
Mail order buyers of U.S. Air Force-type flight sunglasses.
Average unit of sale 7.00.
ZIP Coded in numerical sequence 100%.
- LIST SOURCE**
Spouse ads in Star, Gilt, National Enquirer.
- QUANTITY AND RENTAL RATES**
Rec'd July 27, 1987.

	Total	Price
	Number	per/M
Total list (1984-88)	31,000	40.00
Electronic: state, SCF, 3.00/M extra; ZIP Code, sex, 5.00/M extra; alpha sequences, key code (to 6 digit), 2.00/M extra.		
Minimum order 5,000.		
- METHOD OF ADDRESSING**
4-up Cheshire labels. Pressure sensitive labels, 7.50/M extra. Magnetic tape (BT 1800 BPI), 25.00 nonrefundable fee.
- DELIVERY SCHEDULE**
Ten working days.
- RESTRICTIONS**
Sample mailing piece required for approval.
- LETTER SHOP SERVICES**
Labels will be sent.

FEATHERSPRING INTERNATIONAL

Media Code 3 882 1925 628 812 61230-628
List Manager
JAM Marketing Services, Inc., Two Executive Dr., Fort Lee, NJ 07024. Phone 201-481-5358.
See listing under classification No. 554.

FEDERAL PHARMACAL, INC.

Media Code 3 882 1925 628 812 62750-628

- PERSONNEL**
List Manager
Rutin Response Management Services, Inc., 3215 W. Algonquin Rd., Rolling Meadows, IL 60008, Phone 312-384-3400.
All recognized brokers.
- DESCRIPTION**
Mail order catalog buyers of evotids, contraceptives and women products 50% male.
Average order 24.50.
- LIST SOURCE**
Spouse ads in Playboy, Penthouse, American Baby, Self, Men's and Gator magazines.
- QUANTITY AND RENTAL RATES**
Rec'd Apr. 2, 1987.

	Total	Price
	Number	per/M
Total list (last 12 months)	175,400	50.00
Home & men's	48,000	55.00
Electronic: state, SCF, ZIP Code, monetary transfer/over 35.00, 5.00/M extra; keying, 1.00/M extra.		
Minimum order 5,000.		
- METHOD OF ADDRESSING**
4-up Cheshire labels. Pressure sensitive labels, 6.00/M extra. Magnetic tape (BT 1800 BPI).
- RESTRICTIONS**
Sample mailing piece required with all orders, test or continuation.



Figi's Fancy Food & Cheese Gift-Buyers

(This is a paid duplicate of the listing under classification No. 554.)

Media Code 3 882 1894 628 812 61985-628
Member: D.M.A.
Figi's Inc.,
4400 Baker Rd., Minneapolis, MN 55343, Phone 612-832-3114.

- PERSONNEL**
Sales Account Executive—Michael Raven.
General Manager—Steve Loughran.
Sales Account Executive—Mary Moerke.
Broker and/or Authorized Agent
All recognized brokers.
- DESCRIPTION**
Catalog buyers of food gifts—cheese, sausage, fruit cake, candy, smoked turkey, preserves, etc. Some food items combined with housewares, baskets, and small electrical appliances. 60% women.
Average unit of sale 50.00.
Zip Coded in numerical sequence 100%.
List is computerized.
Selections available: state.

4. QUANTITY AND RENTAL RATES
Rec'd Oct. 9, 1987.

	Total	Price
	Number	per/M
Buyers (1986-87)		
Regular	1,100,000	60.00
Sell	700,000	•
Gilt	475,000	•
Multi	670,000	•
Credit card	205,000	•
Horticulture	90,000	•
Business	13,000	•
Change of address/NCOA	600,000	45.00
Receipts	1,800,000	35.00
Sweepstake	250,000	60.00
Deferred credit	480,000	•
Hotline (Sept./Oct. 1987)		
Regular	175,000	60.00
Sell	125,000	•
Gilt	60,000	•
Multi	125,000	•
Credit card	35,000	•
Change of address	200,000	45.00
Sweepstake	35,000	60.00
Deferred credit	85,000	•
Electronic: state, SCF, ZIP Code, sex, buyer type, hotline, 5.00/M extra; dollar select: 0-40.00, 5.00/M extra; 41.00+, 10.00/M extra.		

- COMMISSION, CREDIT POLICY**
20% commission to all recognized brokers. Due 30 days after mail date.
- METHOD OF ADDRESSING**
4-across, North-South unprinted Cheshire labels. Pressure sensitive labels, 2.00/M extra. Magnetic tape, 15.00 fee fee.
- RESTRICTIONS**
Sample mailing piece required for approval. Mailing date must be approved and adhered to.
- TEST ARRANGEMENT**
Minimum order 5,000.
- MAINTENANCE**
Cleaned and maintained regularly.

FINANCIAL TIMING PUBLICATIONS MASTERFILE

(This is a paid duplicate of the listing under classification No. 581.)

Media Code 3 882 1925 628 812 62450-628
Financial Timing Publications, Inc.,
700 Shattuck Plaza North, Minneapolis, MN 55426, Phone 612-541-8344.

- PERSONNEL**
Customer Service—Rita Hopping.
List Sales Representative—Dan Goodenough.

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fingerhut
4400 Baker Road, Minneapolis, MN 55343
(612) 932-3486

previous metals, rare coins, stocks, bonds, money markets and real estate.
Average unit of sale 28.00 yearly.
ZIP Coded in numerical sequence 100%.

3. LIST SOURCE
Direct mail.

4. QUANTITY AND RENTAL RATES
Rec'd Aug. 3, 1987.

	Total	Price
	Number	per/M
Subscribers	110,870	100.00
Measurings	328,170	110.00
Home	47,273	111.00
Hotline	19,750	125.00
Expans	148,177	90.00
Net name arrangement (minimum 50,000), 85% ph.		
Electronic: state, SCF, ZIP Code, 5.00/M extra; keying (1-6 digit), 4.00/M extra; split fee, 8.00/M extra; split under 5,000 names, 23.00 flat fee; sex, 10.00/M or 5.00/M extra; reciprocity, 3 months, 10.00/M or 6.00/M extra; 6 months, 8.00/M or 5.00/M extra; year, 5.00/M or 3.00/M extra.		
Minimum order 5,000.		

- COMMISSION, CREDIT POLICY**
Standard commission to all recognized brokers. 30-day payment guarantee must accompany order. Orders cancelled after mail date charged full price. Cancellations must be in writing.
- METHOD OF ADDRESSING**
Pressure sensitive labels, 8.00/M extra. Magnetic tape (BT 1800), 25.00 fee. Send names, 25.00 fee per split.
- DELIVERY SCHEDULE**
Allow 15 working days from date written order confirmation received for shipment.
- RESTRICTIONS**
Sample mailing piece required to clear mailing date. Written 30-day guarantee must accompany order. L. owner must have option to rent master's list on a reciprocal basis.

FINGERHUT CORPORATION



Media Code 3 882 1925 628 812 61230-628
Member: D.M.A.
Preferred D.M.A. Mail Preference Service.
Fingerhut Corporation,
4400 Baker Rd., Minneapolis, MN 55343, Phone 612-832-3486, 73114.

- PERSONNEL**
Sales Account Exec.—Mary Moerke.
Sales Account Exec.—Mike Raven.
Broker and/or Authorized Agent
All recognized brokers.
- DESCRIPTION**
Mail order buyers of apparel, home furnishings, auto accessories, automobile accessories, power and hand tools, stereo, cameras, etc. on installment plan.
Average unit of sale 50.00.
ZIP Coded in numerical sequence 100%.
Selections available: state, ZIP Code, keying (to 6 digit sex, cash/credit, single/multi, product, age, income, Nielsen market).
- LIST SOURCE**
Derived thru mail approximately 80%.
- QUANTITY AND RENTAL RATES**
Rec'd Sept. 3, 1987.

	Total	Price
	Number	per.
Paid buyers:		
Current year	3,881,886	60.00
Previous year	1,834,590	•
Hotline (monthly)	1,033,754	•
New responses (monthly)	300,000	•
Customer referrals/writer's (monthly)	52,000	30.
Sweepstakes no respondents		
(monthly)	825,000	42.
Family groups	4,881,488	60.00
Children (6-18)	1,581,425	•
Selection pricing: multiple buyers, catalog buyers, six weeks, yes, 5.00/M extra; all other selections 2.50/M extra.		
Minimum order 10,000.		

- COMMISSION, CREDIT POLICY**
20% commission to all recognized brokers. Payment invoice within 30 days.
- METHOD OF ADDRESSING**
4-up Cheshire labels. Pressure sensitive labels, 3.00 extra. Magnetic tape (BPI 370/158 BT 1800/6250 BPI).
- DELIVERY SCHEDULE**
Within 10 days of receipt of order and sample mailing piece.
- RESTRICTIONS**
Sample mailing piece required for approval. Not available to direct competitors.
- TEST ARRANGEMENT**
Net name selection on any list, minimum 10,000.
- MAINTENANCE**
Paid buyer, birthday club updated four times per year other files updated monthly.

FLOWER AND GARDEN MAGAZINE - ACTIVE SUBSCRIBERS

(This is a paid duplicate of the listing under classification No. 580.)

Media Code 3 882 1911 628 812 61985-628
Morgan Handcraft, Inc.,
4251 Pennsylvania Ave., Kansas City, MO 64111, Phone 816-531-5730.

553 General Merchandise Mail Order Buyers

FLOWER AND GARDEN MAGAZINE ACTIVE SUBSCRIBERS—opt

- PERSONNEL**
President—John E. Tibotson III
List Rentals—Phil Ages
Broker and/or Authorized Agent
All recognized brokers.
- DESCRIPTION**
Subscribers to a gardening magazine; median age 58.
Average unit of sale \$10.00.
ZIP Coded in numerical sequence 100%.
List is computerized.
Selections available (computer) cross section and/or state selection.
- LIST SOURCE**
Direct mail.
- QUANTITY AND RENTAL RATES**
Rec'd Oct. 2, 1987.

	Total	Price
	Number	per/M
Subscribers	800,000	80.00
Recent	150,000	65.00
Expires	300,000	50.00

Electronic: ZIP Code, sectional carrier, selections/alternates; 3.00/M extra; key coding up to 8 digits (5-up East-West), 1.00/M extra; reentry, 5.00/M extra.
Minimum order 5,000.
- COMMISSION, CREDIT POLICY**
Brokers commission.
20% to recognized brokers. Payment due 30 days from mail date. Account must be current. 15% adjustment plus 5.00/M run charge for duplicate submission on orders of 100,000 or more. Computer report on duplication required.
- METHOD OF ADDRESSING**
5-up East-West Chevrone labels. Pressure sensitive labels, 3.00/M extra. Magnetic tape (BT 1800 BPI), 20.00 non-refundable, non-returnable.
- RESTRICTIONS**
Sample mailing piece required.
- TEST ARRANGEMENT**
Minimum 5,000.

FOCUS CAMERA & ELECTRONICS MAIL ORDER BUYERS

- State Code 3 883 1914 638 883 63881-638
Member: D.M.A.
Focus Camera & Electronics.
- PERSONNEL**
List Manager
Listings Making Lists, 315 W. 58th St., New York, NY 10019. Phone 212-785-8547.
All recognized brokers.
 - DESCRIPTION**
Mail order buyers of photographic and electronic equipment: calculators, televisions, answering machines, video recorders, etc. Mixed mail.
Average unit of sale \$150.00+.
ZIP Coded in numerical sequence 100%.
List is computerized.
 - QUANTITY AND RENTAL RATES**
Rec'd July 31, 1987.

	Total	Price
	Number	per/M
Total list (1986-87)	85,388	65.00
1988	83,138	-
1989	117,142	-

Electronic: state, SCF, 2.50/M extra; ZIP Code, 5.00/M extra; keying, 1.50/M extra.
Minimum order 5,000.
 - COMMISSION, CREDIT POLICY**
20% commission to all recognized list brokers.
 - METHOD OF ADDRESSING**
4/5-up Chevrone labels. Pressure sensitive labels (PMO1/2), 8.00/M extra. Magnetic tape (BT 1800 BPI), 20.00 list fee.
 - RESTRICTIONS**
Two sample mailing pieces required to process order.

Foley-Belsaw Income Opportunity Seekers & Mail Order Buyers

- (This is a paid duplicate of the listing under classification No. 588.)
State Code 3 883 1914 638 883 63813-638
Field Advertising, a div. of Foley-Belsaw Co.,
6301 Equitable Rd., Box 419963, Kansas City, MO 64141.
Phone 816-853-6400.
- PERSONNEL**
List Manager—Jeff Lyons
List Coordinator—Linda Ross
 - DESCRIPTION**
Mail order buyers of and insurers about saw and tool sharpening, woodworking, assembling machinery and tools, tool-crafting, small engine repair, servicing and upgrading home study courses, equipment and tools; 23% men.
Average unit of sale 300.00.
ZIP Coded in numerical sequence 100%.
List is computerized.
 - LIST SOURCE**
34% direct mail; 66% space ads.

4. QUANTITY AND RENTAL RATES Rec'd July 31, 1987.

	Total	Price
	Number	per/M
Total list	2,871,098	40.00
Last 3 months	72,540	-
Last 6 months	186,795	-
Last 12 months	318,222	-
Last 18 months	489,427	-
Last 24 months	801,048	-
Buyers	584,380	50.00
Last 3 months	1,575	-
Last 6 months	21,708	-
Last 12 months	42,273	-
Last 18 months	88,278	-
Last 24 months	84,089	-
Insurers	2,304,718	40.00
Last 3 months	62,865	-
Last 6 months	183,087	-
Last 12 months	273,948	-
Last 18 months	432,148	-
Last 24 months	518,846	-

- Net name arrangement (minimum 50,000), 85% plus 5.00/M running charge on unused balances.
Selections: area of interest, 20.00/M extra; reentry, 10.00/M extra; SCF, ZIP Code, year, 5.00/M extra; state, 3.00/M extra; key numbering, 1.00/M extra.
Minimum order 5,000.
- COMMISSION, CREDIT POLICY**
20% commission to recognized brokers; 15% to ad agencies. Net 30 days after mail date to retail firms. Orders cancelled after mail date subject to full rental rate. Orders cancelled prior to mail date subject to 5.00/M running charge.
 - METHOD OF ADDRESSING**
4-up Chevrone labels. Pressure sensitive labels, 3.00/M extra. Magnetic tape (BT 1800 BPI), 12.50 non-refundable fee.
 - DELIVERY SCHEDULE**
Within 15 days.
 - RESTRICTIONS**
Available for one-time use only without prior agreement. Sample mailing piece required with each order. Not available for competitive offers.
 - TEST ARRANGEMENT**
Minimum 5,000. Nth name.
 - MAINTENANCE**
Updated quarterly.

FORTUNE'S ALMANAC

State Code 3 883 1928 128 883 641796-888

- PERSONNEL**
List Manager
Motorynals & Associates, Inc., 401 Mechanics Ave.,
Mechanicsville, NJ 07801. Phone 201-488-5456.
All recognized brokers.
- DESCRIPTION**
Mail order buyers of art, housewares and furnishings, men's and women's fashions and accessories, children's toys and furniture, electronics and sports/recreational equipment; 65% women.
Average unit of sale 110.00.
- LIST SOURCE**
Direct mail.

4. QUANTITY AND RENTAL RATES Rec'd July 28, 1987.

	Total	Price
	Number	per/M
Total list (last 6 months)	18,212	95.00
12 months	25,557	90.00
(1986-87)	37,514	85.00

(*) Fundraisers & Publisher, 60.00/M.
Electronic: SCF, state, ZIP Code, 3.00/M extra; key coding, 2.50/M extra; color artwork, 25.00+; 10.00/M extra; 50.00+; 20.00/M extra.
Minimum order 5,000.

- COMMISSION, CREDIT POLICY**
20% commission to all recognized brokers. Payment due 30 days from mail date. Account must be current.
- METHOD OF ADDRESSING**
4-up Chevrone labels. Pressure sensitive labels, 7.00/M extra. Magnetic tape (BT 1800 BPI).
- DELIVERY SCHEDULE**
Allow two weeks.
- RESTRICTIONS**
Sample mailing piece required for approval.
- TEST ARRANGEMENT**
Minimum 10,000.
- MAINTENANCE**
Updated quarterly.

47TH STREET PHOTO & ELECTRONICS

State Code 3 883 1914 638 883 63813-638
List Manager
Listings Making Lists, 315 W. 58th St., 23th floor, New York, NY 10019. Phone 212-785-8547.
See listing under classification No. 590.

Foster & Gallagher Changes Of Address

- (This is a paid duplicate of the listing under classification No. 590.)
State Code 3 883 1948 128 883 63766-638
Member: D.M.A.
Participants: D.M.A. Mail Preference Service,
Foster & Gallagher.
- PERSONNEL**
List Manager
Mail Marketing, Inc. Phone 201-387-1010.
All recognized brokers.

- DESCRIPTION**
Breck's and Spring Hill Nurseries catalog buyers w/ move: 75% female.
Average unit of sale 42.00.
Selections available: Nth name.
- LIST SOURCE**
Direct mail.

4. QUANTITY AND RENTAL RATES Rec'd Oct. 5, 1987.

	Total	Price
	Number	per/M
Total list (1986-87)	225,000	55.00
Last 12 months	195,000	60.00
Hotline (monthly)	10,000	70.00
Hotline (last 90 days)	35,000	85.00

Selections: state, SCF, ZIP Code, year, 5.00/M extra; key code, 1.50/M extra; split-run, 25.00/M extra.

- COMMISSION, CREDIT POLICY**
20% commission to all recognized brokers. Order cancelled after mail date due and payable in full. Order cancelled after production subject to 5.00/M running charge, plus selection charges, freight and 30.00 cancellation fee.
- METHOD OF ADDRESSING**
4-up Chevrone labels. Pressure sensitive labels, 7.50/M extra. Magnetic tape (BT 1800 BPI), 25.00 non-refundable fee.
- DELIVERY SCHEDULE**
Ten working days.
- RESTRICTIONS**
Sample mailing piece required for approval. One-time use only.
- TEST ARRANGEMENT**
Minimum 10,000.
- LETTER SHOP SERVICES**
Available.
- MAINTENANCE**
Computer maintenance.

S. D-C

Foster & Gallagher Prime Multiple Mail Order Buyers

(This is a paid duplicate of the listing under classification No. 590.)

State Code 3 883 1941 638 883 63881-638
Member: D.M.A.
Participants: D.M.A. Mail Preference Service,
Foster & Gallagher, Inc.

- PERSONNEL**
List Manager
Mail Marketing, Inc., 171 Tarrace St., Hawthorth, NJ 07841. Phone 201-387-1010. FAX/OWIP 201-387-2878.
All recognized brokers.
- DESCRIPTION**
Mail order buyers of Dutch flower bulbs from Breck's and of plants, shrubs and trees from Spring Hill. 75% women.
Average unit of sale 50.00.
Selections available: Nth name.
- LIST SOURCE**
Direct mail.

4. QUANTITY AND RENTAL RATES Rec'd Oct. 5, 1987.

	Total	Price
	Number	per/M
Total list (last 12 months)	385,000	70.00
Multi buyers (last 24 months)	388,000	65.00

Electronic: state, SCF, ZIP Code, year, 5.00/M extra; key code, 1.50/M extra; split-run, 25.00/M extra.

- COMMISSION, CREDIT POLICY**
20% commission to all recognized brokers. Order cancelled after mail date due and payable in full. Order cancelled after production subject to 5.00/M running charge, plus selection charges, freight and 30.00 cancellation fee.
- METHOD OF ADDRESSING**
4-up Chevrone labels. Pressure sensitive labels, 7.50/M extra. Magnetic tape (BT 1800 BPI), 25.00 non-refundable fee.
- DELIVERY SCHEDULE**
Ten working days.
- RESTRICTIONS**
Sample mailing piece required for approval. One-time use only.
- TEST ARRANGEMENT**
Minimum 10,000.
- LETTER SHOP SERVICES**
Available.
- MAINTENANCE**
Computer maintenance.

S. D-C2

FOSTER-TRENT

State Code 3 883 1947 638 883 61819-638
Foster Trent Inc.,
2348 Boston Post Rd., Larchmont, NY 10538. Phone 914-634-7272.

- PERSONNEL**
List Manager—William Korny
Broker and/or Authorized Agent
All recognized brokers.
- DESCRIPTION**
Buyers of general merchandise, housewares, jewelry, sporting goods, watches, tools, health goods, 50% male.
Average unit of sale 23.00.
List is computerized.
Selections available: 5 digit ZIP, 3 digit ZIP—sections: carriers, state, county, city, male & female.
ZIP Coded in numerical sequence 100%.
- LIST SOURCE**
Derived thru newspaper 25%; magazine 50% supplements, 20%; F.S.I. 5%.

OFFICIALS AVAILABLE: NAME, HOME ADDRESS, AGE, SEX, INCOME, COA, STATE, SCF, ZIP CODE, POLITICAL AFFILIATION, LENGTH OF RESIDENCE, SINGLE/RETIRED, FOLLOWS REG. INTEREST, OCCUPATION, NUMBER OF CHILDREN, MULTI-DONOR.

4. QUANTITY AND RENTAL RATES
Rec'd Oct. 12, 1987.

	Total	Nonpolitical	Political
	Number	per/M	per/M
Total list	5,234,512	30.00	45.00
1986-87	2,758,828	30.00	45.00
1985-87	3,384,987	45.00	55.00

(*) Nonpolitical: political, 10.00/M extra.
(†) Nonpolitical: political, 15.00/M extra.
Selections: most are 5.00/M extra.
Minimum order 5,000 or 250.00.

(L D-C)

DONORS TO CANCER CAUSES
(This is a paid duplicate of the listing under classification No. 522.)

Issue Code 3 880 2848 7.88 M# 029723-008
Member: D.M.A.

1. PERSONNEL
List Manager
Response Marketing, Inc., 9 Hunts Lane, Chappaqua, NY 10514, Phone 914-238-8100.
All recognized brokers.

2. DESCRIPTION
Donors to an appeal for research and educational programs in cancer prevention 50% min.
Selections available: Net name.

3. LIST SOURCE
Direct mail.

4. QUANTITY AND RENTAL RATES
Rec'd Oct. 7, 1987.

	Total	Price
	Number	per/M
Total list (quarterly)	75,000	70.00
Last 6 months	150,000	65.00
Last 18 months	274,000	60.00

Available to fundraisers for rental: 12-24 month donors at 60.00/M extra.
(*) Commercial mailers: quarterly & 6 month holdins, 50.00/M; last 18 months donors, 45.00/M.
Selections: dollar amount, 5.00/M extra; state, SCF, ZIP Code, 2.50/M extra; keying, 2.00/M extra.
Minimum order 5,000.

5. COMMISSION, CREDIT POLICY
20% commission to all recognized brokers.

6. METHOD OF ADDRESSING
4-up Chevre labels. Pressure sensitive labels, 7.00/M extra. Magnetic tape, 15.00 nonreturnable fee.

8. RESTRICTIONS
Three sample mailing pieces required for approval. Exchange or reciprocal rental only to fund raisers.

(D-C)

**Doubleday Book Clubs
Self-Help Book Buyers**



(This is a paid duplicate of the listing under classification No. 532.)

Issue Code 3 880 2848 8.88 M# 028877-008
Member: D.M.A.
Doubleday Mailing Lists,
501 Franklin Ave., Garden City, NY 11530, Phone 516-873-4083, OHP, 516-873-4774.

1. PERSONNEL
Manager, List Marketing—Diane Silverman,
Assistant Manager, List Marketing—Liz Keane,
List Mktg. Coordinator—Linda Jackson,
Broker and/or Authorized Agent
All recognized brokers.

2. DESCRIPTION
Members of one or more of the Doubleday book clubs who have purchased self-help books.
ZIP Coded in numerical sequence 100%.

3. LIST SOURCE
Direct mail and space ads.

4. QUANTITY AND RENTAL RATES
Rec'd July 24, 1987.

	Total	Price
	Number	per/M
Total list	1,005,000	70.00

Selections: enroll/comp. date, holdins, 5.00/M extra; Mr./Mrs./Miss/Ms./sex, demographic, 3.00/M extra; state, SCF, ZIP Code (tape), 4.00/M extra; payments to date, 8.00/M extra; multi-buyers 2+, 2.00/M extra; 3+, 3.00/M extra.

5. COMMISSION, CREDIT POLICY
20% commission to all recognized brokers. Payment of 30 days after billing.

6. METHOD OF ADDRESSING
4/5-up Chevre labels. Pressure sensitive labels, 5.00/M extra. Magnetic tape (BT 1600/8250 BPI), 25.00 nonreturnable charge.

7. DELIVERY SCHEDULE
Ten working days from date order received.

8. RESTRICTIONS
Sample mailing piece required.

9. TEST ARRANGEMENT
Minimum 10,000.

11. MAINTENANCE
Cleaned and updated quarterly.

(L D-C)

DREAM AWAY
Nutraceuticals

Issue Code 3 880 2871 3.88 M# 026140-008

List Manager
The Lumbago Corp. List Management Division, 40
Radio Circle, P.O. Box 458, Mt. Kisco, NY 10549,
Phone 914-241-1900.

2. DESCRIPTION
Buyers of Dream Away diet tablets: 80% female.
Average unit of sale 18.35.

3. LIST SOURCE
TV.

4. QUANTITY AND RENTAL RATES
Rec'd Aug. 8, 1987.

	Total	Price
	Number	per/M
Hotline (monthly)	85,000	90.00
Buyers (1987)	324,000	-
1986	168,747	-
1984-85	630,000	55.00

Selections: cash, credit card, ZIP Code, holdins, 5.00/M extra; state, SCF, 2.50/M extra; keying, 1.50/M extra; phone, 15.00/M extra.
Minimum order 5,000.

6. METHOD OF ADDRESSING
4-up Chevre labels. Pressure sensitive labels, 7.50/M extra. Magnetic tape (BT 1600 BPI), 25.00 nonreturnable fee.

8. RESTRICTIONS
Sample mailing piece required for approval.

EAST WEST JOURNAL

Issue Code 3 880 2848 8.88 M# 019160-008

1. PERSONNEL
List Manager
GM/Un-Mat Corp., a Div. of Generation Marketing, One
Lincoln Plaza, New York, NY 10023, Phone 212-362-2490.
All recognized brokers.

2. DESCRIPTION
Subscribers to a magazine on natural living, health, organic gardening and local social issues. 75% women.
Average age 35.
Average unit of sale 18.00.

3. LIST SOURCE
50% direct mail balance bind-ins.

4. QUANTITY AND RENTAL RATES
Rec'd Oct. 6, 1987.

	Total	Price
	Number	per/M
Total list	31,926	75.00
Expires	10,000	60.00

Selections: state, SCF, 3.00/M extra; key coding, 1.00/M extra.
Minimum order 5,000.

6. METHOD OF ADDRESSING
4-up Chevre labels. Pressure sensitive labels, 7.50/M extra. Magnetic tape (BT 1600), 25.00 fee.

7. DELIVERY SCHEDULE
15 working days from receipt of order.

8. RESTRICTIONS
Two sample mailing pieces required for approval.

**Elite Health & Beauty Aid
Buyers**

Issue Code 3 880 2776 8.88 M# 021140-008

1. PERSONNEL
List Manager
List Brokerage & Management Inc., 15 E. 40th St., Suite
702, New York, NY 10016, Phone 212-481-9290.

2. DESCRIPTION
Mail order buyers of health and beauty aids.
Average unit of sale 10.00.

3. LIST SOURCE
Direct mail, package inserts, space ads.

4. QUANTITY AND RENTAL RATES
Rec'd July 24, 1987.

	Total	Price
	Number	per/M
Total list (1986)	790,000	45.00
1985	960,000	-
Hotline (monthly)	70,000	45.00

Selections: state, SCF, ZIP Code, age, 5.00/M extra; key coding (to 5 digits), 1.00/M extra.
Minimum order 5,000.

6. METHOD OF ADDRESSING
4-up Chevre labels. Pressure sensitive labels, 5.00/M extra. Magnetic tape (BT 800/1600 BPI), 25.00 nonreturnable charge.

8. RESTRICTIONS
Sample mailing piece required for approval.

**ENCORE HOUSE PHARMACAL HEALTH
& BEAUTY AIDS BUYERS**

Issue Code 3 880 2876 8.88 M# 019253-008

1. PERSONNEL
List Manager
Select List Corporation, 26 Garves Point Rd., Glen
Cove, NY 11542, Phone 516-676-7831.

2. DESCRIPTION
Buyers of skin care products, diet programs, and/or weight reducing aids. 90% female.
Average unit of sale 12.75.

3. LIST SOURCE
80% direct mail; 40% space ads in National Star, National Enquirer, Family Weekly, Midnight, Cosmopolitan.

4. QUANTITY AND RENTAL RATES
Rec'd Sept. 22, 1987.

	Total	Price
	Number	per/M
Total list (1985)	132,000	45.00
1986	50,000	-

1st qr. 87 _____ 31,000
2nd qr. 87 _____ 33,000
3rd qr. 87 _____ 36,000

Selections: state, SCF, dollar, credit card, 2.50/M extra; ZIP Code, 5.00/M extra; keying, 1.25/M extra; correct live offers, if accepted, 10.00/M extra.
Minimum order 5,000.

6. METHOD OF ADDRESSING
4/5-up Chevre labels. Pressure sensitive labels, 7.50/M extra. Magnetic tape, 25.00 nonreturnable fee.

8. RESTRICTIONS
Sample mailing piece required for approval. Cancellations after mail date not accepted.

ENERDRENE

Issue Code 3 880 2761 8.88 M# 028223-008

1. PERSONNEL
List Manager
Select List Corporation, 26 Garves Point Rd., Glen
Cove, NY 11542, Phone 516-676-7831.

2. DESCRIPTION
Individuals, age 50, seeking to enjoy sexual energy, power and endurance. 65% male.
Average order 20.00.

3. LIST SOURCE
80% direct mail and package inserts; 20% space ads.

4. QUANTITY AND RENTAL RATES
Rec'd Sept. 22, 1987.

	Total	Price
	Number	per/M
Total list (1986)	133,000	45.00
1986	109,000	50.00
1st qr. 87	29,000	-
2nd qr. 87	31,000	50.00
3rd qr. 87	32,000	55.00

Selections: keying, 1.25/M extra; state, SCF, dollar, set, 2.50/M extra; ZIP Code, 5.00/M extra; correct offers, if accepted, 10.00/M extra.
Minimum order 5,000.

6. METHOD OF ADDRESSING
4/5-up Chevre labels. Pressure sensitive labels, 7.50/M extra. Magnetic tape, 25.00 nonreturnable fee.

8. RESTRICTIONS
Sample mailing piece required for approval. Cancellations after mail date not accepted.

EXACHOL HEART SAVER BUYERS LIST

Issue Code 3 880 2768 8.88 M# 027777-008

1. PERSONNEL
List Manager
LH Management Division, 455 Central Ave., Suite 315,
Scarsdale, NY 10583, Phone 914-723-3178.

2. DESCRIPTION
Buyers of a book, Dr. Merson's Heart Saver Progra and Exachol, a capsule, diet and exercise program; 55 male.
Average unit of sale 22.50.

3. LIST SOURCE
Direct mail.

4. QUANTITY AND RENTAL RATES
Rec'd Sept. 4, 1987.

	Total	Price
	Number	per/M
Total list (1986-87) (No. 1170)	80,000	80.00

Selections: state, SCF, ZIP Code, 2.50/M extra; keying, 1.00/M extra.

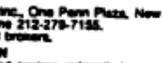
5. COMMISSION, CREDIT POLICY
20% commission to all recognized brokers.

6. METHOD OF ADDRESSING
4/5-up Chevre labels. Pressure sensitive labels, 8.50/M extra. Magnetic tape 25.00 fee.

8. RESTRICTIONS
Sample mailing piece required for approval. No return offers or food supplement offers accepted.

9. TEST ARRANGEMENT
Minimum 5,000.

**Executive Fitness
Newsletter Actives &
Expires**



Issue Code 3 880 2819 8.88 M# 019253-008

1. PERSONNEL
List Manager
Companions, Inc., One Park Plaza, New York, NY
10118, Phone 212-279-7155.
All recognized brokers.

2. DESCRIPTION
Subscribers and expires, primarily business executives, to Executive Health Newsletter; 86% men; median age 46.
Average unit of sale 30.00 yearly.
ZIP Coded in numerical sequence 100%.

3. LIST SOURCE
Direct mail 75%, space ads 25%.

556 Health

EXECUTIVE FITNESS NEWSLETTER ACTIVES & EXPIRES—cont

4. QUANTITY AND RENTAL RATES
Rec'd Aug. 4, 1987.

	Total	Price
	Number	per/M
Subscribers (1179-88)	35,637	75.00
Expres (1179-88)	184,421	50.00
Net name arrangement: gross billing only.		
Selections: ZIP Code, 1.00/M extra; SCF, state, year select on expres, 2.50/M extra; key coding (to 6 digits), 1.00/M extra.		
Minimum order 5,000.		

5. COMMISSION, CREDIT POLICY
20% commission to all recognized brokers.

6. METHOD OF ADDRESSING
4-up Chevre labels. Pressure sensitive labels, 5.00/M extra. Magnetic tape (BT 1600/8250 BPI), 15.00 nonrefundable fee.

7. DELIVERY SCHEDULE
Ten working days after sample approval.

8. RESTRICTIONS
Sample mailing piece required for approval.

9. TEST ARRANGEMENT
Minimum 5,000.

11. MAINTENANCE
Cleaned biweekly.

10-B-C-2

Executive Health Report

Issue Code 2 586 2622 638 586 2622-638
Participant D.M.A. Mail Preference Service.
Executive Health Publications, Inc.

1. PERSONNEL
List Manager
Consumers, Inc., One Penn Plaza, New York, NY 10119, Phone 212-279-7155.
All recognized brokers.

2. DESCRIPTION
Subscribers and expires to a newsletter on good health for executives; ages 47-57; 95% men. Average unit of sale 30.00 yearly. ZIP Coded in numerical sequence 100%. List is computerized. Selections available: NH name.

3. LIST SOURCE
Space ads.

4. QUANTITY AND RENTAL RATES
Rec'd Aug. 4, 1987.

	Total	Price
	Number	per/M
Subscribers (No. 625)	12,450	65.00
Expres	1,374	45.00
Net name arrangement: gross billing only.		
Selections: ZIP Code, 3.50/M extra; state, SCF, 2.50/M extra; key coding, 1.50/M extra.		
Minimum order 5,000.		

5. COMMISSION, CREDIT POLICY
20% commission to recognized brokers.

6. METHOD OF ADDRESSING
4/5-up Chevre labels. Pressure sensitive labels, 6.00/M extra. Magnetic tape (BT 1600 BPI), 20.00 nonrefundable fee.

7. DELIVERY SCHEDULE
Ten working days.

8. RESTRICTIONS
Sample mailing piece required for approval.

11. MAINTENANCE
Cleaned weekly.

FEATHERSPRING INTERNATIONAL

JAMI

Issue Code 2 586 2691 638 586 2691-638
Featherspring International.

1. PERSONNEL
List Manager
JAMI Marketing Services, Inc., Two Executive Dr., Fort Lee, NJ 07024, Phone 201-461-8888.
All recognized brokers.

2. DESCRIPTION
Buyers of and inquiries about the FeatherSpring foot support; 85% 50-years old; 55% female. Average unit of sale 79.95. ZIP Coded in numerical sequence 100%.

3. LIST SOURCE
So. ads in Modern Maturity, Parade, Family Weekly, Ne. ad in Enquirer, T.V. Guide.

4. QUANTITY AND RENTAL RATES
Rec'd Aug. 4, 1987.

	Total	Price
	Number	per/M
Buyers (1986-87)	63,823	57.50
1985	40,424	50.00
Buyers & inquirers (1986-87)	298,178	52.50
Inquirers (1985-84)	423,842	50.00
Hotline (monthly)	20,000	60.00
Version coded:		
Last 12 months buyers	123,000	52.50
Last 12 months inquirers	357,000	45.00
Suburban wealthy	18,342	+ 10.00
Urban affluence	11,970	-
Suburban affluence	42,850	-
Suburban middle class	114,178	-
Urban middle class	32,785	-
Town middle class	102,853	-
Rural middle class	21,235	-
Suburban lower income	28,583	-
Urban lower income	29,280	-

	Number	per/M
Town lower income	26,780	-
Rural lower income	46,104	-
Special populations	1,288	-
Selections: state, SCF, 1.00/M extra; ZIP Code, 6.00/M extra; year, 5.00/M extra; key coding, 2.00/M extra; sex, 2.50/M extra.		
Minimum 5,000.		

5. COMMISSION, CREDIT POLICY
20% commission to recognized brokers. Orders cancelled after mail date require payment in full.

6. METHOD OF ADDRESSING
4-up Chevre labels. Pressure sensitive labels, 5.00/M extra. Magnetic tape (BT 1600), 20.00 nonrefundable fee.

7. DELIVERY SCHEDULE
As required. Allow 2 weeks.

8. RESTRICTIONS
Sample mailing piece required for approval.

10-C

FISCHER PUBLISHING HEALTH RELATED BOOK BUYERS

Issue Code 2 586 2622 638 586 2672-638
Fischer Publishing Corp.

1. PERSONNEL
List Manager
The Other List Company, Inc., Box 286, Metairie, NJ 07747, Phone 201-591-1180.
All recognized brokers.

2. DESCRIPTION
Mail order buyers of books and reports on natural/wholistic methods of healing and preventing arthritis, hardening of the arteries, heart attacks, etc.; 50% male; average age 50. Average unit of sale 15.00. ZIP Coded in numerical sequence 100%. List is computerized.

3. LIST SOURCE
Direct mail.

4. QUANTITY AND RENTAL RATES
Rec'd Oct. 7, 1987.

	Total	Price
	Number	per/M
Total list (1987)	38,529	75.00
1984-86	88,158	65.00
Selections: state, SCF, 3.50/M extra; ZIP Code, 5.00/M extra; year, 2.50/M extra; key coding, 1.75/M extra.		
Minimum order 5,000.		

5. METHOD OF ADDRESSING
4-up Chevre labels. Pressure sensitive labels, 7.00/M extra. Magnetic tape, 20.00 flat fee.

6. RESTRICTIONS
Sample mailing piece required for approval.

Fitness Conscious Americans

Donnelley Direct

Issue Code 2 586 2691 638 586 2691-638
Donnelley Direct, a division of Donnelley Marketing, P.O. Box 10250, 70 Sawney Ave., Stamford, CT 06904. Phone 203-353-7366, 800-423-5478. Branch Offices: 485 Madison Ave., New York, NY 10002, Phone 212-758-4393, 800-282-5478. 1901 S. Meyers Rd., Oak Brook Terrace, IL 60148, Phone 312-495-1279, 800-363-0883.

NOTE: For basic information on the following numbered listing segments 1, 2, 3, 5, 6, 7, 8, 11, see Donnelley Direct listing under classification No. 582.

2. DESCRIPTION
Respondents who completed and mailed back a questionnaire indicating that they are presently diet conscious or interested in health clubs or are physical fitness fans, along with other demographic data. Selections available: age/sex, age of children, income, home ownership, other demographics.

4. QUANTITY AND RENTAL RATES
Rec'd Aug. 11, 1987.

	Total	Price
	Number	per/M
Physical Fitness	5,956	60.00
Diet conscious/keeping fit	7,194,032	-
Health club interest	487,673	-
Selections: state, SCF, 1.50/M extra; ZIP Code, any demographic, 5.00/M extra; telephone number, 7.50/M extra; bank credit card holders, 10.00/M extra; key coding, 1.50/M extra.		
Minimum order 5,000.		

FITNESS MASTER

Issue Code 2 586 2691 638 586 2412-638
Fitness Master, Inc.

1. PERSONNEL
List Manager
Advancing Management Systems, Inc., 9255 Sunset Blvd., Penthouse, Los Angeles, CA 90068, Phone 213-858-1520.

2. DESCRIPTION
Buyers of and inquiries about Fitness Master, a portable aerobic workout exerciser; 60% male. Average unit of sale 400.00.

3. LIST SOURCE
Space ads in Av Journal, In-Flight - 472 - Street s. etc.

Rec'd June 3, 1987.

	Total	Price
	Number	per/M
Total list	90,000	60.00
Hotline (90 days) (1985-86)	28,000	+ 5.00
Selections: state, SCF, ZIP Code, hotline, key coding, 2.00/M extra.	14,000	90.00
Minimum order 5,000.		

6. METHOD OF ADDRESSING
4-up Chevre labels. Pressure sensitive labels, 7.50/M extra. Magnetic tape (BT 1600 BPI), 25.00 nonrefundable fee.

8. RESTRICTIONS
Sample mailing piece required for approval.

FOREVER YOUTHFUL

Issue Code 2 586 2691 638 586 2428-638
National Reporter Publications, Inc.

1. PERSONNEL
List Manager
MGT. Associates, Inc., 4678 Admiralty Way, Suite 421, Marina del Rey, CA 90292, Phone 310-422-4911.

2. DESCRIPTION
Newsletter subscribers and buyers of royal jelly, honeyoats, pollen pills.

3. LIST SOURCE
Direct mail.

4. QUANTITY AND RENTAL RATES
Rec'd Sept. 10, 1987.

	Total	Price
	Number	per/M
Total list (1986-87)	20,764	65.00
Hotline (quarterly) (1985-86)	10,000	+ 5.00
Selections: state, SCF, 3.50/M extra; ZIP Code, 5.00/M extra; key coding, 1.00/M extra.		
Minimum order 5,000.		

5. COMMISSION, CREDIT POLICY
20% commission to all recognized brokers.

6. METHOD OF ADDRESSING
4-up Chevre labels. Pressure sensitive labels, 5.50/M extra. Magnetic tape (BT 1600 BPI), 20.00 nonrefundable fee.

8. RESTRICTIONS
Sample mailing piece required for approval.

4-D HOBE SLIM TEA BUYERS

Issue Code 2 586 2691 638 586 2674-638
4-D/Hobe Marketing Corp.

1. PERSONNEL
List Manager
JAMI Marketing Services, Inc., Two Executive Dr., Fort Lee, NJ 07024, Phone 201-461-8888.
All recognized brokers.

2. DESCRIPTION
Buyers of Slim Tea. ZIP Coded in numerical sequence 100%.

3. LIST SOURCE
Space ads in The Enquirer, Globe, Star and health publications.

4. QUANTITY AND RENTAL RATES
Rec'd July 8, 1987.

	Total	Price
	Number	per/M
Total list (1985-86)	21,330	50.00
Selections: quarterly hotline, 5.00/M extra; state, SCF, 3.00/M extra; ZIP Code, 6.00/M extra; key coding, 2.00/M extra.		
Minimum order 5,000.		

5. COMMISSION, CREDIT POLICY
20% commission to all recognized brokers. Orders cancelled after mail date require payment in full.

6. METHOD OF ADDRESSING
4-up Chevre labels. Pressure sensitive labels, 6.50/M extra. Magnetic tape (BT 1600 BPI), 18.00 surcharge, tape is nonrefundable.

8. RESTRICTIONS
Sample mailing piece required.

10-C

GENERAL NUTRITION CORPORATION

Issue Code 2 586 2691 638 586 2126-638
GNC/Natural Sales Co.

1. PERSONNEL
List Manager
Rubin Response Management Services, Inc., 3315 W. Algonquin Rd., Rolling Meadows, IL 60008, Phone 312-384-3400.
All recognized brokers.

2. DESCRIPTION
Mail order catalog buyers of natural and synthetic vitamins and foods, dietary and nutritional food supplements, books on health, cooking and exercise, etc.; 66% women. Average unit of sale GNC 18.75; Natural Sales 22.50. ZIP Coded in numerical sequence 100%. List is computerized. Selections available: key coding.

3. LIST SOURCE
Direct mail, space ads.

4. QUANTITY AND RENTAL RATES
Rec'd Oct. 5, 1987.

	Total	Price
	Number	per/M
Total list (1986)	1,038,537	50.00
1987	527,275	-
Credit card (1987)	102,014	55.00
1986	123,121	-
Hotline (monthly)	90,000	-
New-to-file hotline	30,000	-
Mail's (monthly)	60,000	60.00
Selections: state, SCF, 3.00/M extra; ZIP Code, monetary, reciprocity, 5.00/M; key coding, 1.00/M extra.		
NCR1 matched (1986-87)	948,864	50.00

THE BOOK YOU SHOULD GET IF YOU'RE SERIOUS ABOUT BEING A SELF-PUBLISHER OF BOOKS

Melvin Powers has reached and gone far beyond the "crown" of #1-self-publisher in the business. Today, his company, Wilshire Books, not only publishes his own titles but special, large-size reprints of self-help bestsellers like 'Think And Grow Rich' and 'Magic Of thinking Big', and whole "lines" of very specialized books — a group for horse-lovers, a group for golfers, etc. He is enormously successful at mail-order marketing his books, marketing through bookstores, and at marketing at wholesale through independent book dealers. I would speculate that nobody knows more about this business, from true practical experience, than Melvin Powers.

I have met with Melvin Powers on several occasions, found him to be a fountain of information although, frankly, somewhat of a "strange duck" — in fact, I've tried to do a couple deals with him and brought him some excellent projects but gotten nothing accomplished — however that doesn't diminish his expertise. And I think hugely successful folks have the right to be weird and arbitrary anyway.

Melvin Powers has put a wealth of his knowledge in a big, 176 page book: **HOW TO SELF-PUBLISH YOUR BOOK AND HAVE THE FUN AND EXCITEMENT OF BEING A BESTSELLING AUTHOR.** And keep in mind that he has done just that - his own book 'Dynamic Thinking*' has sold well over one million copies!

Some of the topics covered in this book are: how to test the sale ability of your book before you write a word....how to develop enticing titles, sub-titles and cover designs that sell....marketing strategies for bookstores, libraries, colleges and wholesalers....how to write successful book ads...and much more.

You can find this book at your bookstore, maybe at your library, or order it from our offices. (See Order Form)

WHY YOU OUGHT TO BE INTERESTED IN
MAIL-ORDER SELLING OF NON-INFORMATION PRODUCTS,
AND WHAT TO DO ABOUT IT

Consider the author of books and videos about playing better golf - who sold over 200,000 golf balls in a year. Or the author of books and tapes for women on their health issues who sells a private-label vitamin product..and signs up customers for monthly shipments. Or my client who sells books, manuals, videos, and training programs to industry about back injury prevention - but also sells tens of thousands of back supports each year.

One of the "values" of your customer list(s) is in their natural responsiveness to any products reasonably related to your information that you also endorse and offer.

To learn the fundamentals of the non-information-product mail-order business, I suggest getting started with Melvin Powers' outstanding 350-page book: HOW TO GET RICH IN MAIL-ORDER. Its author is a consummate information product publisher and marketer, but also has had a very successful gift merchandise mail-order business, has 25 years total experience in mail-order, and has thoroughly researched every aspect of the business. His book includes: how to find products and suppliers... samples of exceptionally successful ads, brochures and direct-mail campaigns...and how to. develop mail-order expertise.

You can find this at your bookstore, maybe at your library, or order it from my office (see Order Form.)

OG MANDINO REVIEWS

APRIL 1981/SUCCESS UNLIMITED

How to Get Rich in MAIL ORDER

by Melvin Powers

336 pages, 200 illustrations
\$16 postpaid



I have always been fascinated by those individuals who begin with little more than an idea and a dream and eventually convert those two unrefined bits of ore into a fortune.

Leonard Carlson took a \$1 personalized rubber stamp and parlayed it into Sunset House, the multimillion-dollar catalog-sales firm.

Anastasios Kyriakides came here from Athens at age 15 with only \$72 in his pocket and is now the "father" of the Lexicon, that amazing little computer translator which can be a lifesaver when you're traveling in a foreign country.

Frederick Mellinger, nearly broke in 1947, decided to design women's clothes from a man's point of view, and now his California-based Frederick's of Hollywood grosses millions.

Joseph Sugarman failed, time and again, until he began to sell low-cost pocket calculators and digital watches, and now this young marketing guru is the head of a \$50 million-plus consumer-electronics organization.

These four entrepreneurs, and hundreds of others in our country, have something in common. They became success stories after they learned how to sell their products to the consumer by mail order.

Selling by mail (either through advertisements in the media or direct mail) is one of the last American outposts of free enterprise where an individual can begin on little more than a shoestring and, with persistence, motivation and luck, become wealthy. How wealthy? Estimates vary, but it's safe to figure that approximately \$200 billion of merchandise is being sold directly to consumers at home each year, and that may be conservative.

If you've ever had an itch to look into this lucrative field and didn't know how to begin your exploration, let me recommend a new book that will answer every question you ever had about mail order and plenty you never thought about. *How to Get Rich in Mail Order*, unlike many books on the subject that are so replete with charts and diagrams that one dozes before page nine, was written by a talented mail-order expert with a long and successful track record. Listen to him, from his opening chapter:

I am Melvin Powers—writer, editor, publisher, lecturer and executive head of the Wilshire Book Company specializing in self-improvement books. I have been a book publisher and mail-order entrepreneur for more than 25 years, selling millions of dollars' worth of books and products, utilizing mail-order techniques almost exclusively.

During those years, I have learned that the mail-order business, despite its mundane image, is a highly creative endeavor. You will better understand this once you start to open the envelopes and watch the money pour out.

Like most businesses, the world of mail order is one in which there is a direct correlation between what you are prepared to put into it and what you will eventually take away from it. But unlike many, it is a game unfettered with restrictions and qualifications—and for that reason, it could be the best game in town. The opportunity for success is available to all. There is no distinction in terms of social background, job or affluence. No particular skills are necessary, nor is education required beyond that which is provided in my book and the supplemental-reading program suggested. Play by the rules, follow the guidelines, meet the challenges squarely, and the only limit on how much you can earn is that which you set.

As with anything else, the prime catalyst for accomplishment in the mail-order field is *motivation*. Given this incentive, the determination to succeed and the guiding hand of one who has already successfully established a business, and you are well on your way.

In this large-format book, crammed full with fascinating examples and illustrations as well as sage advice, the author provides a firm guiding hand while minding no words. If you're looking for an easy way to earn a fast buck, this is not the book for you. Throughout the book, you

will, again and again, encounter statements that sound as if they sprang from a master of self-help, and that's only natural, I guess, when you consider that Mel Powers's publishing company, Wilshire, over the years, has published such success classics as *Think and Grow Rich*, *I Can*, *Psycho-Cybernetics* and *The Magic of Thinking Big*. For example:

Each of us is unique. Each of us has a personality and temperament distinct from others. We each have individual hopes, desires and ambitions. It is by virtue of these individualities that each of us brings to a business venture a different approach from that used by someone else. It is this uniqueness I want to encourage and develop, for it is the element which will eventually spell success. If you have not yet been as successful as you would like to be, don't be discouraged. In reading this book, at least you are doing something about it—taking constructive steps to bring it about. A failure in the past does not preclude a future that can be extremely successful. Monetary and personal success begins with a correct mental attitude. Knowing someone is successfully mail ordering lobsters from Maine ... or selling apples from the state of Washington should be good news for you. If he can do it, so can you.

Just a few of the chapter titles will give you some idea of how much this book can teach you: "How to Make Money With Classified Ads," "The Unlimited Potential for Making Money With Direct Mail," "How to Start and Run a Profitable Mail-Order Special Interest Book or Record Business," "Melvin Powers's Mail-Order Success Strategy—Follow It and You'll Become a Millionaire," "How to Get Free Display Ads and Publicity That Will Put You on the Road to Riches," "Questions and Answers to Help You Get Started Making Money in Your Own Mail-Order Business." After you have read this book, written in a style that is never dull or stodgy, you just might get the urge to try what you've been talking about for years—starting a business of your own. And here's one that you can test while you're still working at your regular job. If it clicks, you can tell "them" to stuff their pension plan.

One more thought. Here's an author willing to go "the extra mile." If you want to know more about mail order, just drop him a line at his publishing address, and he'll put you on his mailing list to receive the *Melvin Powers Mail-Order Newsletter*. He makes this gracious offer in the last chapter of his book.

Send for *How to Get Rich in Mail Order*. It just may change your life—for the better! □

MY COPY OF THIS "ADVERTISING BOOK" IS TORN, TATTERED, BRUISED, UNDERLINED, HIGHLIGHTED AND, GENERALLY, LOOKS LIKE A TRAIN WRECK SURVIVOR — BECAUSE I KEEP REFERRING TO IT AND USING IT SO MUCH.

Victor Schwab's book: HOW TO WRITE A GOOD ADVERTISEMENT is a "must" for anybody who is going to write advertising copy. Victor is a true legend in the ad world for very good reason — he really knows his stuff!

This 250-page big book's contents include:

- 100 Successful Headlines & Why They Work
- Making Your 'Lay-Out' Command Attention
- How To Choose The Right 'Copy Appeal'¹
- How To Present Your 'Facts'
- How To Get People To Take Action
- 22 Ways To Hold Interest In 'Long Copy'
- How To Make The Coupon Sell Harder
- Do Copy Appeals Have A Sex?
- 14 Instructive Split-Run Tests: Which Worked Best?
- Quizzes. For Better Understanding

This book is available in bookstores, maybe at your library, or you can order it from my office (see Order Form).

WRITING COPY

I get paid nearly-obscene amounts of money to write copy, specifically sales letters and related materials, but I've revealed the exact 28-step system I use in my book: **THE ULTIMATE SALES LETTER**. With this book, you not only learn how to write copy that sells, but you gain an "assistant", ready at any time, to help you with each writing project — or in evaluating copy that has been written for you.

Gordon Burgett, author of the book:

SELF-PUBLISHING TO TIGHTLY TARGETED MARKETS says:

"**THE ULTIMATE SALES LETTER** is precisely what the newcomer or fledgling intermediate to sales needs to know: the thought behind a sales letter that actually sells, then how it is written. It's quick, lean, funny and should improve mightily anybody's bottom line!"

Rodney Buscher, Co-Founder of 'Financial News Network' (FNN - Cable TV) says:

"The best and simplest book ever written on closing the sale in advance."

Greg Renker, Guthy-Renker Corp. - leading infomercial producer and publisher of information products authored by Tony Robbins, Brian Tracy, Napoleon Hill, 'and 'many others - says:

"Dan's ideas — the ideas outlined in this book - work spectacularly."

If you are going to write or supervise the writing of copy for sales letters, direct response advertising, brochures, catalogs or infomercials, you need this book by your side. It's available in bookstores or via the Order Form in this book.

OTHER RECOMMENDED READING

Self-Publishing

THE COMPLETE GUIDE TO SELF-PUBLISHING
by Tom & Marilyn Ross/Writers Digest Books

THE SELF-PUBLISHING MANUAL
by Dan Poynter Para Publishing (1-800-PARAPUB)

SELF-PUBLISHING TO TIGHTLY TARGETED MARKETS
by Gordon Burerett. (1-800-PARAPUB)

SPECIAL REPORT:

Is The Internet Alive Or Dead For Marketers In 1997?

Dear IC Member,

Pictured at right: the cover of a recent issue of POPULAR MECHANICS, featuring an article "Death Of The Internet". As you know, I've remained an "Internet skeptic", I think with good reason. This article and others, and many savvy individuals' analysis of and experience with the Internet just isn't very good. Let me summarize the negatives first:

1. As this article points out, it's crowded, cluttered, disorganized, and, increasingly, hard to get on - "busy signals" for minutes to hours are the norm" - and slow to use. The first class- action suit was recently filed against America Online, seeking to stop their sale of new memberships on the grounds that they cannot provide services as promised to the members they've got. AOL's problems are a microcosm of the entire World Wide Web.
2. The huge numbers of on-line users is, for most marketers, an irrelevant although seductive illusion. Most "business users" are using this thing one way and one way only: for e-mail.... as a communication tool, like the phone or the FAX. They aren't "surfing". Or buying. In homes', the primary users are kids under the age of 18.
3. The "marketing success stories" remain few and far between, are often exaggerated and distorted by get-rich-via-Internet promoters, and many are not at all useful, as models for the rest of us. The biggest winners are all in the "sex business" one way or another. The two web sites visited most: Playboy and Penthouse. The lion's share of the actual direct sales transactions are with sex products and services related sites. What was the 900# business is now on the Internet, but with pictures. In a recent A&E report on the "gentlemen's clubs business" (which is booming), that industry's experts predicted the Internet offered their greatest opportunities for revenue expansion.
4. Contrary to popular promotion, marketing via the Internet is NOT "free." It takes time, attention and energy away from other", more predictable opportunities. There are costs for site set-up and maintenance. Etc.

For all these reasons, and others, I remain an Internet skeptic. However, over the past handful of months, I've conducted an exhaustive analysis of what opportunities do exist and may develop re. the Internet, for a client of mine already operating one of the largest Internet "malls" and doing about 50-million dollars a year or so of Internet business, and, yes, there are positives and positive indicators to talk about, too. For example:



1. A large percentage of adult Internet users spend a lot of time visiting web sites, surfing, conversing, plucking items of interest off bulletin boards, participating in news groups, and so on. In this month's newsletter, I noted the amount of time each visitor spends at a cataloguer's web site - phenomenal. I can tell you that the average visitor to MY web site goes through five to ten "pages" and stays there for some time. These folks are serious info gatherers.
2. My favorite expert Ken McCarthy (who I'll tell you more about in a minute) insists that people are less critical of what they find and read on the Internet than they are of traditional advertising.
3. *Somebody* hooked to each computer has money. After all, you're talking \$2,000.00 or more in hardware, hundreds of dollars for software, and \$20 a month or more to be hooked up, for service.
4. Most of the web sites and other marketing efforts now populating the Net are terrible, defy everything we know about direct-response, and cannot possibly produce. As John Tighe says "In the land of the blind the one-eyed man is king." Where all the marketing is done by fools, there's opportunity for the few with smarts. (At Ken's recent seminar, which I attended, he fully explained the big, most commonly made mistake with web sites and, by gum, just about everybody IS making that mistake.)

And there are some intriguing things you can do on the Internet - for example:

NEAR-ZERO COST CONTINUOUS COMMUNICATION WITH CUSTOMERS AND TARGETED PROSPECTS

- Once you identify Internet users who are your customers or bona fide prospects interested in what you are all about, you can e-mail them as often as you want, at a cost so cheap it's almost zero... .with the push of a single button. Obviously, this has its appeal. Imagine being able to send out a monthly customer newsletter with zero printing or postage costs, no addressing, no stuffing.

NEAR-ZERO COST PUBLICITY--PROMOTION TO THE MEDIA

- One of the few things I can tell you from personal "experience is: the media is using this thing. Probably because they're lazy. Journalists of every stripe are going to web sites in search of story material. Talk show producers are searching the Net for guests. I have definitely gotten press as a result of my web site. (There are even pros who do publicity blitz's via Internet for \$500 to \$1,000. Ken told me about one, which I just used.)

LOW-COST. CONVENIENT RESEARCH

- The Internet is a very valid and powerful research tool. In my newly revised 'How To Make Millions With Your Ideas/Inventor's Friend Course', for example, we list over 200 Internet locations for help with idea protection, copyright patent, trademark, marketing, financing, business plan documentation, and we include hours on CompuServ, because of their proprietary services and discussion group for inventors..

And there ARE some people figuring out the puzzle: how to make money by direct marketing via the Internet. Small businesses? Yes - there's a garden center and nursery, for example, that reported a \$7,000 profit its first 30 days on the Internet. There are mail-order marketers of everything from hot sauces to clothing to specialty books. There are the biggies, like Amazon Books. There is just enough legitimate,, successful activity to hint that there could be more.

How Can You Sort Out The Wheat From The Chaff?

Do you remember the old game show "Who Do You Trust?" Who can you trust to give you the straight scoop here?

That brings us to Ken McCarthy. Ken, a long-time IC Member, is one of the very, very few "white hats" I know of in this field. Quite frankly, the crowd of so-called experts promoting get-rich-on-the-Internet in various forms is mostly made up of charlatans, liars, frauds and, at best, theorists. Not Ken. Among other things, his company hosted the first business conference held anywhere, entirely devoted to doing business on the Web. Marc Andreessen, the whiz kid from Netscape (100-million-dollar net worth at age 24) was the keynote speaker. Ken's book, 'The Internet Business Manual.', was **the first book published in Japan about doing business on the Internet. And the Japanese computer giant, NEC, holder of over 65,000 scientific patents, pays Ken a fat retainer just for his continuing advice about marketing on the Internet. (By the way, if you have the tapes from my 1993 DM Conference - \$3,495.00 per person to attend - you've already heard Ken, although not about the Internet.)** Ken has numerous clients, small and large, some of whom ARE making money via Internet marketing, and he is a legitimate practitioner, a service provider charging fair and reasonable fees, and simply somebody who really knows what he's talking about.

Unfortunately, it's almost impossible to get personal time with Ken even if you want it. He's just about as busy as I am - and more reclusive. After all, he IS a "computer nerd." But you may recall that I hosted a special seminar by Ken, just for IC Members, by invitation, late last year. You missed it, but you can still get most of it.

One Of The Toughest Seminar Audiences. . .

Ken asked me to deliver a small, focused group of tough-minded, marketing savvy entrepreneurs from diverse businesses, who would have their "BS detectors" on and would demand practical, crystal clear, truthful, how-to. information from him. I did deliver such an audience (myself included) and we did ask Ken tough and practical questions. We drew out of him information, ideas and proven how-to's that, quite frankly, I haven't found the equal of in all of my other, research combined. Skeptical as I was. and am, I found a few things I could immediately do to profit from the-Internet. Some of the people in the seminar who are much more interested in all this went home and implemented dozens of strategies.

By the way,. I don't go to many seminars. To do so, I have to write off days that could be sold for at least \$4,600.00. I have to travel, and I do enough of that anyway. And most often, I'm disappointed. But I am very glad I was at THIS seminar and I would urge anybody using or contemplating using the Internet for marketing purposes to go - if they could - but they can't, because Ken is NEVER doing this again. He did it just to get everything on tape and into printed form. He's not a seminar giver by profession or passion. But you CAN get the seminar "in a box", to go through in your home, at your convenience .

What will You Gain?

First, finally, a very clear understanding of what this thing is, how it works, the pros and cons, flaws and opportunities, real costs, and the info you need to determine whether or not *you* should be involved and, if so, how. Take all the mystery, confusion, techno-gobbledygook out of this, once and for all.

Second, re. web sites, you'll learn how to "build cheap" and what common copycat mistakes to avoid. By the way, you do not even need to be online yourself - or even to own a computer - to understand all this and, if you choose, to profit from it. Ken shows you how to do everything with pencil, paper and a fax machine. For example, for a low monthly fee, you can have orders or even e-mail captured for you and delivered to you by FAX if you want to do it that way.

Third, you'll learn how to "promote smart." How to do truly targeted "posts", attract site traffic, create publicity, and so on. What you can and cannot do and how to do it.

Fourth, how to buy or rent the services you need without getting ripped off. (It's a jungle out there. One woman at the seminar was being overcharged by hundreds of dollars a month - and blatantly lied to.) You may choose to do some business with Ken. But if you don't, you will be infinitely better equipped to deal with service providers in your home town. You'll almost certainly see savings of thousands of dollars thanks to Ken's blunt advice.

What Can You Get Your Hands On?

Obviously, we can't go back to late last year and plunk you down in the seminar itself. But the giant Manual that I walked away from the seminar with is, itself, more useful and valuable than the literal room full of Internet "stuff" I've gathered from every other imaginable source. It is the seminar in print. Everything everybody got at the seminar plus more. Ken's making it available for just \$377.00. Believe me, you can blow three hundred bucks on utterly useless Internet marketing services so fast it'll scorch your mouse pad. And there is not a decent professional seminar you can go to anywhere on this subject for such a low price.

But there's more. In this exclusive offer, Ken is also including the audio cassettes from the entire day PLUS a 30-minute telephone consultation - both without extra charge.

Oh, and if you wind up using Ken's company to put up and maintain a web site for you or perform other Internet marketing services for you, you get the entire \$377 back in service credits. (But don't worry: this is NOT a giant "pitch" for Ken's services. Not even close. This is a thorough, comprehensive, understandable teaching presentation.)

This is a package built to sell for over \$1,000.00, yours at about one-third of that price. Ken can only accept a limited number of my IC Members on this basis, and he reserves the right to cancel the offer at any time. If this interests you, I urge you to use the attached Order Form and/or call Ken's office at 415-928-4072. Don't wait. You may be turned away.

Bottom-Line, Final Thoughts

Marketing via the Internet definitely is NOT for everybody, at least not now, not yet. For many, there is a compelling argument for ignoring the entire thing, putting blinders on, and sticking to what works for you now or to more predictable opportunities. However, for some, there is a compelling argument for getting in now, early, learning ahead of the herd, and finding opportunity. I cannot begin to tell you what to do about that decision. I can tell you that, if you do have

an interest in using the Internet for marketing purposes, then you need Ken McCarthy's information....to protect yourself, to shorten your learning curve, to have a realistic assessment of your opportunities, and to maximize whatever profits may be possible for you.

Sincerely,

Dan S. Kennedy

PS: Personally, I'm not about to pack up a tent, cooking utensils, first aid kit, musket and powder, and go tramping off on a safari in some jungle for my vacation. (Anything less than 24 hour room service is "roughing it" in my book.) But if I was going to do that, I'd damned sure do it with the very best guide I could find and hire.

PPS: This IS a very limited offer. There's an expire date on the order form, but that's the outside possible date. Ken can only handle a limited number of the consultations, so this offer may very well be withdrawn before this expiration date. The only certain way to participate is to call immediately.

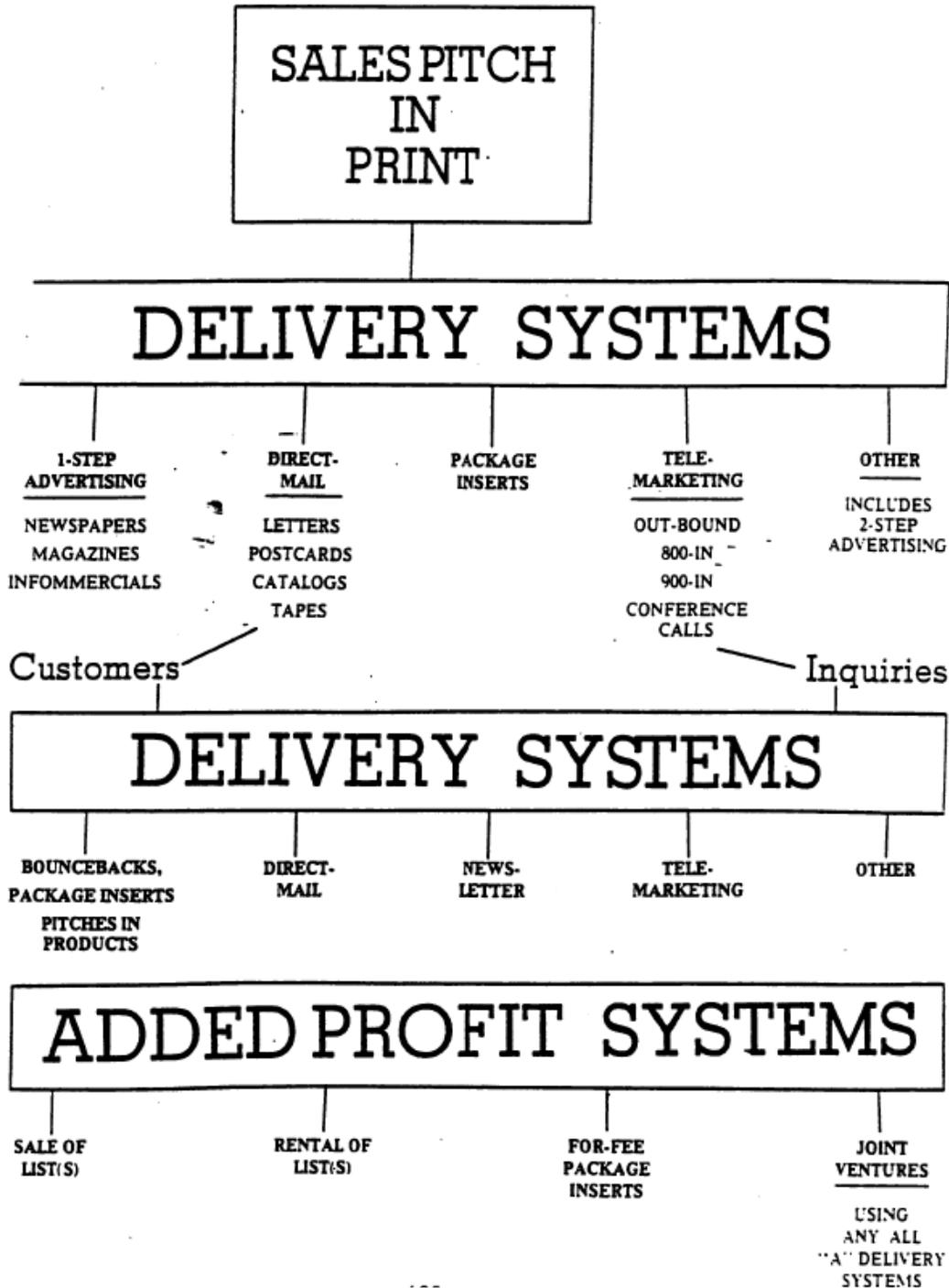
Appendix II

**BUSINESS FUNDAMENTALS
& VENDORS/SUPPLIERS**

**INFORMATION PRODUCT MARKETING "LANGUAGE"
USED IN FLOW CHART, NEXT PAGE**

Sales Pitch In Print	This is your marketing message, down on paper.
Delivery Systems	This is any/every means possible of getting your Sales Pitch delivered to prospective buyers.
Inquiries	People who respond to your pitch and request more information, thus becoming 'qualified prospects' for your follow-up delivery systems.
Customers	Those who buy, and thus become 'highly qualified prospects' for your other pitches.
List Profit Systems	Any/every means possible of deriving profit-from

MARY OF THE BUSINESS



A NAME AND ADDRESS FOR YOUR COMPANY

Usually, a name that is representative of the company's business, and products is preferable to your own name linked, say, to "Enterprises."

We use 'Empire Communications Corporation', with logos of a typewriter and an audio cassette, to hopefully indicate several things; that we deal with communications and information products; and an implication of size and diversity. For years, we published materials relevant to mail-order under the trade name 'Postal Marketing Institute.' And, now a division/trade name, once a stand-alone corporation, 'SuccessTrak' was used for our business with chiropractors and dentists: every product we sold was a different numbered "Trak" of 12 to 18 months' duration. Our awards company is named 'Winners International': most of its customers buy its products for use as trophies and awards, for winners. 'International' refers to the fact that some of the products are imported, and that we have customers in many countries around the world. 'LifeTech Broadcasting Corporation: 'LifeTech' is intended as shorthand for 'technologies that improve the quality of life'; 'Broadcasting' refers to the fact that we predominately market via television and radio.

In contrast, a name like 'Kennedy Enterprises' or 'Kennedy Publishing' sounds "small" to me. To me, it conjures images of a one-man show.

You may disagree and, admittedly, this is a matter of opinion, not any reliable rule. Outside this industry, it would seem that 'Burger King' is a better name than 'McDonalds', but sales say that ain't necessarily so although 'Dunkin' Doughnuts' has always struck me as nothing short of genius. In our field, there's a catalog called EXPOSURES, which sells picture frames and photographic paraphernalia, a computer software catalog called POWER UP!. and a consumer products catalog featuring devices to improve health, fitness, beauty, and ease of living, called COMFORTABLY YOURS. I think these are better, more useful names than, say, BROOKSTONE or ADAM YORK.

A more definite issue has to do with the address. For some, this is going to be a million dollar piece of advice: do NOT use a Post Office Box as your address. No, no, no! It is hard enough to get people across the "trust barrier", to send money or their credit card information away to order something sight unseen, that may or may not be what it's represented to be. Why add to the problem?

A street address is a powerful marketing advantage.

Obviously, if you have an office or a store, this is no problem. And you can even carry it further, as many savvy mail-order marketers do, with copy like this: "Our office is right at the corner of Bend and Broken, across the street from the bank and next door to the barber shop. If you're ever in town, drop in for a cup of coffee."

But if you work from home or a part-time-staffed office, you can't do that - but you can use the street address. If you work from home and do not want to use your home address, don't rent a P.O. Box from the government; rent from one of the private postal centers (like Mail Boxes Etc.) — they'll let you use their street address as yours, and your box number becomes your suite number. Then if you need to code ads or mailings you can use alpha or alpha+ number codes. If your suite number is 20, you can code 20A, 20B, etc., and if you use up A-Z, start over with 20A-1, 20A-2, etc.

HOW TO SHIP & DELIVER YOUR PRODUCTS

When you are just starting out, you may want to avoid doing your own shipping altogether. Instead, go and meet with the owner of one of the mail-box/shipping centers that have cropped up all over the place (like 'Mailboxes Etc.', for example) and make an arrangement to put X-dollars on deposit with him, for him to charge against; then you just drop off items to be shipped and instructions; he picks best way; ships; keeps the shipping records, and so on. When you out-grow this approach, you can strike the same basic arrangement on a larger scale with a "fulfillment house." Many mailing companies are in the fulfillment business. Your list broker, printer, mailing house, etc. should be able to recommend several or you can search via your Yellow Pages.

If you get involved in doing it yourself (I have my own in-house fulfillment operation, for my businesses), then there are some "key" things you will need to know about and consider:

UPS (United Parcel Service) is generally the most reliable and the preferred delivery method for mail-order merchandise, in spite of the fact that they are as arrogant as a monopoly and have just recently pulled a real bonehead move — which the direct marketing industry is trying to get them to reverse; the establishment of two completely different rate schedules, one for delivery to residences, the other for delivery to businesses.

UPS *also* offers 2nd-Day Delivery and Next-Day Delivery, which can be offered as extra charge options to customers.

Some marketers of high-priced information products use Federal Express, and I envy them. If the economics of my products warranted it, I'd do it in a hot second. FedEx is a very well-run, service oriented company.

A UPS competitor, RPS, is springing up in certain geographic areas, but only delivers to business addresses in limited areas. Hopefully, though, they will succeed, grow and offer more comprehensive services in the future. The availability of a true, direct competitor to UPS would be a blessing for all of us.

Many information products can be shipped via the U.S. Postal Service, via special (cheap!) "Educational Materials Rate." This may move at turtle speed, so it is useful only if you can ship within 48 hours of receiving orders. And I suggest sending a post-card via First Class Mail acknowledging the order and informing the customer of when and how it was shipped. If this interests you, you or your shipping person should visit with your local postmaster and get a full understanding of all the current rules and regs for Educational Materials rates. We stopped using this several years ago, and switched virtually 100% of our shipments to UPS, for the sake of speed of delivery, predictability of delivery time and simplicity. However, their announced 1991 increases and idiotic two-rate policy is going to change that. We will bring Educational Materials Rate postal delivery in many cases, and we're investigating other alternatives as well.

It has been my experience that shipping costs can easily creep up and get out of control, and this is an important expense to budget and monitor.

New UPS Rate Schedules Called A 'Terrible Blow' To Catalogers

Late News

Dak, MAQ Latest Opposing Tenn. Tax

NASHVILLE, TN — MAQ Inc./Markline of Bensalem, PA, and Dak Industries Inc. of Canoga Park, CA, became the 17th and 18th out-of-state mail order firms to challenge Tennessee's use tax in court.

The catalogers charged in Davidson County Chancery Court here that the 7.75 percent tax is unconstitutional. Tennessee officials will counter that the tax is valid because in their view, the catalogers systematically exploit the state's market.

MAQ/Markline, a cataloger of electronics equipment, was assessed for \$164,004 in taxes on Aug. 27. Dak, which sells data-processing and electronics merchandise, was assessed \$59,354 the same day.

HSN Sales Up, Earnings Down

ST. PETERSBURG, FL — Home Shopping Network reported net sales up 14.3 percent to a record \$291.7-million for the first quarter of fiscal 1991. The quarter ended Nov. 30.

First-quarter earnings before extraordinary items were down, however, at \$12-million, or 13 cents per share, compared with \$15.2-million and 16 cents per share in fiscal 1990.

Net earnings were also down for the quarter — to \$12.5-million or 14 cents per share. In fiscal 1990, these figures were \$20.2-million and 21 cents.

More HSN financial details appear on Page 11.

Myron to Mail To The Germans

MAYWOOD, NJ — Myron Manufacturing plans to start mailing in Germany with-

Continued on page 26

Commercial, Residential Rates Are Split

By Jerrold Ballinger

GREENWICH, CT — In a surprise move that will adversely affect consumer catalogers, the United Parcel Service has filed for different rate increases for commercial and residential deliveries.

Currently, there is one common charge for deliveries.

Effective Feb. 18, residential deliveries will cost 16.1 percent more, while commercial shipping charges will go up only 3.2 percent, according to UPS spokesman Bob Kenney.

The rate hikes will bring UPS's 5 percent revenue gain, he said, noting that last year it had sales of \$12.4-billion, a figure that includes air and ground shipments.

Earlier this year, UPS introduced hikes averaging 10 percent for catalog mailers (*DM News* — Jan. 22, 1990).

"It's a terrible blow to the industry," declared fulfillment consultant Stanley J. Fenovsky, president of Fenovsky Consulting, New York.

It is estimated that as much as 90 percent of catalog shipments are made via UPS.

Industry spokesmen stated that passing on the new shipping costs to the customers will be difficult.

"The introduction of two different rate schedules for commercial and residential deliveries came as a complete surprise," said Jeffrey A. Cooperman, president of Directel Inc., Westerville, OH. "I don't know if there is time to reprogram for it." Cooperman wondered whether the commercial rate was kept low to offset competition from Roadway Package System Inc., Pittsburgh, which limits its business to commercial deliveries.

"I'm not privy to UPS' thought processes, but it does seem to be a signal it is trying to offset the competition of RPS, which is getting stronger all the time," he said.

The rates were filed with the Interstate Commerce Commission Dec. 5, and according to Kenney the company began to

notify its customers Dec. 6. "We feel that two months' notice is adequate," he said.

Cooperman countered that the communication gave no hint of how the separation of packages was to take place. He pointed out that this change "added another degree of complexity to what already is complex. We may be able to adapt...but it will take time."

He also noted that in addition to the rate increase itself, complying with the new rate schedules would add costs, whether on the loading platform.

In the letter to its customers, UPS gave the following explanation:

"The introduction of separa-

Continued on page 4

Crackdown on 'Live Check Credit Card Solicitations

By Paul M. Alberts

TRENTON, NJ — The New Jersey State Banking Department is bearing down on banks sending unsolicited "live checks" and credit card direct mail that encourage recipients to open new credit accounts.

The crackdowns will be in the form of tough new regulations to be unveiled early next month.

State Banking Commissioner Jeff Connor said the action was prompted by a sharp rise in personal bankruptcies in the state.

Less than 6,000 Chapter personal and business bankruptcies filed in New Jersey last year. The amount is expected to double by year's end.

Connor said the state is intensified the monitoring of Jersey banks' credit practices.

He explained that the issuance of multiple credit cards, often from the same bank or other company, frequently leads to personal bankruptcies.

The proposed regulations will

Continued on page 2

Direct Mail Outlook Not All Bad: Coen

NEW YORK — Postage rate increases will take a bite out of direct mail promotions, but mail will still show growth in 1991, according to Robert J. Coen, senior vice president and forecasting director with McCann-Erickson.

Ad-mail volume "will soften as the year unfolds, but total calendar-year levels will be moderately higher than in 1990," he said.

He added that the gains for mail in national advertisers' ad budgets won't reach the growth figure of 7.5 percent projected for 1990, which shows more money spent on mail — \$23.9-billion — than for any other medium.

Coen noted that direct mail grew "slowed a bit" in 1990, but he is "relatively good" and expects expenditures

for direct mail will rise 6.5 percent in 1991.

He made these predictions at a PaineWebber media-outlook conference here last week. He acknowledged the immediate slump in the economy but presented an optimistic long-range picture for advertising.

In 1992, the increase in advertising "will far outpace inflation,"

he said, comparing 1992 with 1976, when advertising expenditures "went up 20 percent" after a similar slump.

"I am confident that after this period of adjustment, there will be an upturn in 1992 and it will continue throughout the decade," he said.

As for advertising overall, he sees an increase of only 4.6 per-

cent for 1991 — to \$136-billion from \$130.1-billion.

"This is the lowest rate of growth in nearly two decades, but there are signs of more positive trends in 1992, when the Olympics and an improved economy could start another resurgence in spending," he remarked.

The downturn in the economy and the conflict in the Middle East will affect advertising growth for the next few months, but "by mid-year, the Mideast situation should clarify, for better or worse, and by then, improving economic trends are likely to be in evidence."

The total gross national product in the coming year, Coen added, is expected "to rise by slightly less than 5 percent, and in

Continued on page 6

Media Segment	% Change Over 1990	1991 Projected Expenditure
National Broadcast	+4.1	\$23,900
National Print	+3.8	11,220
Direct Mail	+6.5	25,125
Other National	+5.2	17,480
Total National	+4.7	\$77,880

Chrysler, Troubled by Sluggish Sales, Gets 2-Million Pieces Out in Week

DM NEWS

BPA

By T.A. Sanderford

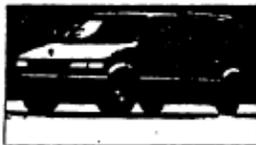
DETROIT — Chrysler, plagued by sagging new-model sales, put together a two-million-piece direct mailing offering \$300 rebates on its 1991 Plymouth Voyager and Dodge Caravan minivan with only a week's notice.

The Special Owner Rebate mailing went out the week after Thanksgiving. It targeted owners of 1984 through 1989 mod-

els, and featured Chrysler's first minivan rebate offer since the model premiered in 1984.

The mailing, budgeted at \$700,000 to \$800,000, reflects the company's acknowledgment of the economic climate, according to Mike Kelley, sales promotion manager for Chrysler.

"Quite frankly, sales are a little sluggish," he said. "We're trying to pump the well a little bit."



The Dodge Caravan minivan.

The mailing package contained a letter from Chrysler Chairman Lee Iacocca instructing the recipient to visit the nearest Chrysler/Dodge/Plymouth dealer and pre-

sented the letter for the \$300 rebate. Kelley was cautious about predicting a response rate.

"We're shooting in a barrel in a soft market," he said. "With the economy the way it is, it's just too hard to predict."

The speed of the mailing was aided by Chrysler's being able to procure the material, paper and envelopes on short notice, he said.

"We were lucky we found it," Kelley added. "Most suppliers let their inventories dwindle down fairly low this time of the year."

The campaign comes on the heels of a 24-million-piece September promotion. The Private Screening mailing drew initial dealer-visit rates of up to 18 percent (DM News—Oct. 22, 1990).

"We targeted a lot of owners of competitive-make vehicles in the Private Screening campaign. That's why we chose to focus only on owners of Chrysler vans for this campaign," Kelley said. "We don't have a competitive-owner mailing planned between now and the end of the

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Schedules

Continued from page 1

vice has become necessary due to a dramatic increase in residential deliveries during the past few years and the resulting increase in our average delivery cost.

"Because of the greater number of miles driven to complete a typical residential delivery and the fewer number of packages per residential stop, these deliveries are more costly for UPS than commercial deliveries."

Kenny explained the general increases in rates were determined by the increases in costs to the company, including higher fuel prices and the labor contract signed with the union this year.

Harold Schwartz, president and chief executive officer of Joan Cook Inc., Fort Lauderdale, FL, said the new schedule will increase his company's shipping costs by approximately \$350,000. Currently, the total is approximately \$2-million, he said.

His letter from UPS arrived Dec. 11, he said.

"This will drive some people out of business," said Schwartz. He urged members of the industry to fight back by seeking alternative means of delivery.

Schwartz said he might do "some cherry picking" in determining his shipping selections. "I might do different things for shipments to different zones," he explained.

"The current economic climate is difficult, and the increases in postal and UPS rates are only making it more difficult for catalogers," said Coopersmith. "The cost of doing business is continuing to rise without these increases, and only those who are sophisticated and fast on their feet will survive." Coopersmith said he was surprised not only by the split-rate setup but by the magnitude of the rate

hike: In addition to ground-service increases, next-day-air packs and second-day service will increase an average 9.9 percent. The fee for a next-day-air letter will rise to \$9.75. There also will be higher charges for other UPS services.

"From the UPS standpoint, the reasons for the separate schedules are logical, and business-to-business shippers do get a break," said Fenvesky, "but at a time when there also is an increase in postal rates, this will kill some businesses. It will help bury marginal companies."

Passing on the additional costs to the customer "is a sensitive issue from a marketing standpoint," he added. He noted that catalogers like L.L. Bean are picking up shipping charges, and he put the average Zone 4 shipment at three pounds.

Currently, according to UPS' John Flick, the charge for the delivery of such a package is \$2.38. Under the new schedule, the cost for a business delivery will be \$2.40, and \$2.90 if the package is delivered to a residential address.

According to a study by Thomas W. Speh, professor of marketing and logistics at the School of Business Administration, Miami University, Oxford, OH, the typical current transportation cost per order to the shipper is \$3.95, or more than one-quarter of the total fulfillment cost of \$14.66 per order (DM News—July 9, 1990).

It is recognized that in many cases, catalogers set the transportation charge above costs to help offset other expenses. "In most cases, this doesn't cover the handling costs," said Coopersmith. "Shippers will probably try to pass on at least part of the added costs, but will the customer accept it? We'll have to wait and see."

L.L. Bean and other companies that pick up these costs may have to change their policies, Coopersmith added.

"We offer high-quality service," said Kenny, "and it has to be paid for. We're scrambling to recover our costs from the rates that create the costs."

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DM News, December

PROCESSING CREDIT CARDS

For pure mail-order marketers starting out, getting MasterCard and VISA merchant accounts has become a huge hurdle. This industry has forgotten that many of its big merchant-clients of today started on kitchen tables.

At one time, I had trouble getting one for my companies. Then I found a banker with some sense, and had a good relationship with his bank and its credit card processor for nearly five years — until the bank went bust and was seized by the Feds. The "new bank" that got the accounts did not automatically issue merchant account status; suddenly it was start-over time. Other people can tell you similar or worse horror stories. And, even after you have one, you can be arbitrarily terminated by a nervous clerk for a myriad of reasons — including any trouble with regulatory agencies, their suspicion that you are "factoring" (processing) for others, or even a big increase in sales volume!

However, accepting credit cards is a virtual necessity.

If you are starting from scratch, you start with your own bank. Then try bank after bank, every bank. If you have a store, you may have little difficulty; if you have a commercial office location, that helps; if you are operating from home, good luck.

If you have problems, the best source of comprehensive information about this part of the business' is THE CREDIT CARD BUREAU, and I've reprinted their ad on the following page.

I will warn you that there are a number of "scam artists" running around, advertising that they can get you a merchant account, taking non-refundable processing fees, and actually having no ability or even intention of actually getting accounts for people. I've been nailed once; I know people who've been burned repeatedly. I got nailed by a representative for a reportedly reputable firm, by the way (Peachtree), then had them deny responsibility for the actions of their own rep. My guess is that there is over \$100,000.00 a day being made by ripping off merchants this way.

My own experience with the folks behind the ad on the following page, personally, has also been un-encouraging. However, the reference manual they put together is very thorough and very valuable.

This is an on-going, growing problem for our industry, and I'll keep my UP-DATE subscribers posted of everything I discover that might prove useful.

Interestingly, American Express is much easier to get. They understand the mail-order business and the speaking/seminar business and have gotten themselves organized to deal with us intelligently. Some people refuse to get and offer Am Ex, because of a couple percentage points discount than VISA or MasterCard, but it is Scroogish-stupid. Accepting American Express gets you sales you otherwise would not get. I know that to be fact.

The merchants in VISA'S TV commercials — you know: "and they don't accept American Express" — should be spanked by their mommas for going on nationwide television and embarrassing their entire family by displaying their gross stupidity. Explain to me how it can be smart to deliberately make it unnecessarily difficult for customers to give you money?

My experience and my clients' experience is that accepting American Express increases overall sales volume; increases sales of high-priced items: and that American Express is fair and relatively easy to work with.

Back to VISA and MasterCard: other than putting your best case forward, being persistent, and banging away at it, I can't give you any magical secrets for getting merchant account status. However, I can tell you how to keep it once you've got it: pay very close attention to the little list in the ad on the previous page - 'Avoid All These Reasons For Terminating You.' Believe me, this list is "right on."

About two years ago, I had an incredibly good week on the road, doing seminars and selling my information products, and phoned/FAXed in and had deposited over \$35,000.00 in sales over and above our ordinary, weekly volume. When I got back, I was summoned to an "emergency meeting" at the bank — because I had deposited too much money. The credit card processing company called my banker and alerted him to the "fact" that I was "factoring."

"Factoring" means that you are processing others' sales through your merchant account; presumably for someone who can't get a merchant account. This is, understandably, a huge no-no.

In my case, they assumed that had to be the explanation for the sales surge. Fortunately, my banker was (a) not an imbecile; (b) had some actual understanding of my business; (c) gave me an opportunity to explain; and then (d) stood up for me. Without him, my merchant account would have been terminated. Knowing what I know now, I would notify everybody of there as soon as I saw it happening.

Another story: a client, selling information products via a multi-level marketing system — a generally bad idea — got hit by the Attorney General in his state, and the indictment got newspaper coverage. The next day, his bank terminated his merchant account and froze about \$30,000.00 of charges. Six months later, the AG dropped all the charges. But he was on the "terminated merchant list" and has found it impossible to get a merchant account anywhere in the United States. He is suing the state and may win - in five or ten years.

And a word about "chargebacks." Prevent them. A chargeback usually occurs when you have refused to refund or delayed refunding. Sometimes customers do a chargeback without ever asking you for a refund or because they do not remember the purchase and the entity name when it appears on their statement. But most chargebacks follow denied or delayed refunds. If you have even a few chargebacks or a pattern of consistent chargebacks, you will be terminated.

In the VISA and MasterCard system, you, the merchant, are guilty; the cardholder is innocent. And that's all there is to it. Every sale made with these cards is a "hold your breath" deal until a month or so passes. So when a customer who bought via MasterCard or VISA asks for a refund, you've got to give it to him immediately regardless of how wrong he may be, or risk losing your merchant account. One irate, unreasonable lunatic can destroy you.

HOW TO RAISE MONEY FROM PRIVATE INVESTORS OR LENDERS & HOW TO STRUCTURE DEALS

It's kind of funny to be good at something you do not like doing — but that describes me and raising money; I'm darned good at it but I hate doing it. Like it or not, though, most entrepreneurs have times and opportunities when they need to go beyond their own wherewithal to finance ventures. Or, some people philosophically believe in separately financing every project. Regardless of your reasons for needing to raise money, I have several pieces of good news and suggestions for you...

First, recognize that there is a lot of money out there. There is no shortage of money. I have literally raised millions of dollars of venture capital for all sorts of projects from all sorts of people, including those with so much money they didn't know what to do with it but also including people who had to scrape pennies together in order to invest and people you'd never pick as investor-prospects. Two of the greatest lessons I've learned are never to prejudge and that success depends largely on your own attitude, belief and conviction.

I've put just about everything I've learned about raising money for any business purpose into a complete Audio Cassette System described on the following page, which, as an owner of this book, you are entitled to get at a big discount. This Audio System has been up-dated several times over the past five years. In total, it has helped well over a thousand people I know of successfully raise money for their business projects. It was chosen for condensation and excerpting as a single tape, put out under ENTREPRENEUR MAGAZINE'S label, *as* part of a for-TV offer. It's darned good.

In addition, second, there are certain 'deal structure' techniques that are ideally suited to the information products business, that prevent giving up equity (ownership or control) in your business. Most of the deals I do today, to fund individual product development, direct response ad campaigns, infomercials, etc. are very simple and straightforward 'structures' that are very easy for the investor to grasp and evaluate. For example, let's say we're going to sell a widget for \$39 via full-page ads in all the tabloids, and we want \$50,000.00 to fund the product inventory and the advertising. Whether done with 1, 2 or 5 incremental investors, here's how the deal might look: \$2.50 per unit sold via the ads until the investment is recovered (20,000 units), then \$1.25 a unit until the investment has been doubled (the next 33,333 units), then 75¢ a unit "forever" as long as the ad or a version of it runs. This gets the investor "out" quickly and lets him continue profiting over the long haul with no continuing risk. There are no questions about internal economics; the investor is only concerned with gross units sold.

I could "pencil" other, more complex formulas for you, and I'll admit that more complex ones are the norm in many industries, but I usually refuse to work with them, preferring simplicity. I also find that most investors prefer my approach.

Another good idea, whenever possible, is to spread an investor's risk over several products/ projects, rather than tying one investor to one project. This reduces everybody's risk of loss.

I believe it's very important to be fair, even generous, and truthful with your investors, but I also believe in retaining long-term ownership and total control.

CONTROLLING PROMOTION COSTS CHECKLIST

1. REALISTIC EXPECTATIONS

Never make promotional expense decisions based on unrealistically high expectations of response. Example: average direct-mail response may be as low as 1%.

2. AVOID GLAMOUR OVER FUNCTION

One of our current clients has a beautiful, "slick" brochure-folder that cost them over \$2.00 each — and doesn't get results. The four-piece direct-mail campaign package we designed for them is a lot less glamorous, costs less than 50c each — and gets great results.

3. DO SOME WORK IN-HOUSE

Some (never all) pieces in a publicity kit, mailing, etc. can be prepared in-house, on a high quality typewriter or word-processor, greatly reducing your typesetting costs.

4. AVOID AD AGENCIES AND GRAPHIC DESIGNERS

I once owned an advertising agency and commercial art studio, and can speak with authority on the realities of dealing with these people. With rare exception, when you — the speaker - go to an ad agency or graphic designer you'll be paying for excessive expertise, and getting the wrong kind of expertise. Fact: most ad agency creative people have little or no successful experience with direct response advertising and/or direct-mail that must pay its own way. Fact: most have even less experience with the marketing of professionals' services, seminars or related products.

5. AVOID EXCESSIVELY COMPLICATED GRAPHIC WORK

Complexity costs money. Logo designs requiring "close registration" printing, "bleeds," complicated screens, hand-lettered typestyles, and full-color printing are all more than you need to market yourself effectively. Experts with your interest in mind will counsel you away from these costly graphic luxuries into simpler designs and effects.

6. BE CAREFUL ABOUT THE ECONOMY OF QUANTITY

Whenever you go to the printing press, cost does decrease in proportion to quantity. However, it's sometimes better to pay a higher cost per unit and get what you need, rather than buying a lot more than you need.

7. BE A REALIST

If you are operating under significant budget limitations, don't expect the same kind of "Rolls Royce graphics" and special effects you see in some 'superstars' literature.

CONTROLUNG PROMOTION COSTS

CHECKLIST/Page 2

8. GET EDUCATED

Learn some basic graphic arts and printing terminology, so you can communicate intelligently with your suppliers and potential suppliers. This is especially important if you intend to frequently price-shop your work and/or want to exert significant creative control over the work being done for you.

9. DON'T HESITATE TO ASK ABOUT YOUR OPTIONS

In my experience, the biggest mistake made by many speakers is the development of a single, pre-conceived notion of what they want; giving those specs to suppliers; and asking only for cost quotes based on those specs. You'll find that most vendors can be of much greater help to you, if given the opportunity. Solicit their recommendations of how you might get the same basic effects and results, but reduce costs, too.

10. LOOK FOR SPECIALLY QUALIFIED SUPPLIERS, AND BUILD RELATIONSHIPS WITH THEM

Copywriters, artists, printers, binders, etc. — keep looking for people in these businesses with some extra qualification to help you. Incidentally, most of our clients find it least expensive overall to rely on Empire—for most of these needs.

11. DEVELOP PROMOTIONAL PIECES THAT SERVE MULTIPLE PURPOSES

Careful thinking ahead can often save you substantial amounts of money, by being able to utilize the same "graphic items for more than one purpose. For example, you might be able to use the same "biography page" in your speaker brochure, your product catalog, and as a single promotion sheet to furnish to meeting planners' for their imprint and distribution to their groups.

12. AVOID LARGE QUANTITY PRINT RUNS OF UTERATURE THAT MAY NEED TO CHANGE SOON OR UNPREDICTABLY

Example - 25,000 brochures with client references and testimonials in them — then you have a falling out with just one of the clients.

Example -10,000 product catalogs with prices in them.

13. PRACTICE GOOD VENDOR RELATIONS

You'll be smart to keep your vendors as "sold" as your clients. We have a few clients who periodically drop think-you notes to certain members of our staff, send token gifts, and so on — it s amazing how differently their rush or special needs are treated! Suppliers and their employees are people to.

CONTROLLING PROMOTION COSTS

CHECKLIST/Page 3

14. NEGOTIATE DISCOUNTS FOR PROMPT OR PRE-PAYMENT

We offer such discounts automatically, as "standard terms", and most clients take advantage of them. But many suppliers aren't smart enough to do so, and you may want to take the initiative in educating your supplier' and obtaining discounts from prompt or advance payment. •

15. USE YOUR CREDIT SKILLFULLY TO TAKE ADVANTAGE OF DISCOUNTS

Example: many of our clients pre-pay their printing orders, etc. with their American Express or other credit cards. This way they get the best of both worlds: (A) the full discount offered for pre-payment, but also (B) 30 days to pay their bill without an interest charge.

16. KEEP COLSE TRACK OF EVERY TAX-DEDUCTIBLE PROMOTION EXPENSE

Most studies indicate that the majority of self-employed entrepreneurs pay more income tax than legally necessary, primarily due to sloppy expense accounting.

17. AVOID-LARGE EXPENDITURES ON UNTESTED IDEAS

In advertising, the pro's first motto is: test-test-test, then test some more.

18. AVOID INVESTMENTS IN "EASY WAY* SERVICES

Speakers are notoriously easy "marks" for public-relations firms promising massive media exposure; bureaus and agents promoting showcases; and other similar get rich and famous without work' deals. Most are myth. IF you utilize such service, pay for results only. And, carefully check references.

19. CONSIDER A FULL-SCALE, QUALITY CONSULTING RELATIONSHIP

In our case, I can honestly tell you that there is not a single speaker retaining my services as a consultant on an on-going basis who is not profiting tremendously. One suggestion: avoid open-ended, per hour fee quotes from a consultant. The only way to know exactly where you are at all times is with a flat per-day, *per*-project or per-month fee.

20. CONTROL COSTS OF CUSTOMIZING MATERIALS

Many speakers have jumped on the bandwagon of customizing promotional materials, newsletters, products, visual aids, etc. to different industries or even different clients. If you want to do this, find ways to make cosmetic changes to each 'item' while keeping the guts the same. Change the cover, not the inside pages, for example.

CONTROLLING PROMOTION COSTS
CHECKLIST / PAGE 4

21. CONSTANTLY EVALUATE COSTS

I do NOT suggest penny-pinching, but I do want to remind you that it is remarkably easy for costs to get out of control. Keep one eye on the bottom line at all times — that's where *YOUR* money is.

VENDOR DIRECTORY

The following pages include the vendors I work with and/or believe to be the best in their respective fields. Some vendors listed in different parts of the text of this book have not been duplicate-listed here. You will probably want to contact each vendor, obtain their information, and start maintaining your own vendor files. Getting on their mailing lists will insure that you have up-to-date information.

Finding competent, reliable vendors is a big challenge in any business, and, I think, even more difficult and important in this business because of the potentially catastrophic implications of even minor errors or misrepresentations. Finding good suppliers on your own, through trial-and-error, is an arduous process. This Directory will save you from a great deal of that tedious effort.

None of these companies have paid or given any other consideration in order to be included in this Directory.

NOTE FOR ADDITIONAL RESOLIRCES....AN EXTENSIVE VENDORAND CONTACT DIRECTORY; "THE MILLION DOLLAR ROLODEX", VISIT DAN KENNEDY'S WEB SITES: DANKENNEDY.COM OR INNER-CIRCLE.COM.

Audio-Video

CPU (Cassette Productions Unlimited)
7 Holland Irvine, CA 92618
Phone: 800-345-0145
FAX: 714-457-1812
Contact: Elaine Vernon

Dicobe Tapes, Inc.
P.O. Box 200
Bellevue, NE 68005
Phone: 402-291-3381
FAX: 402-292-6148
Contact: Jim Martin

V-Corporation
1044 E. Edna Place
Covina, CA 91724
Phone: 626-966-0412
FAX: 626-966-0465
Contact: Irene

These are the three vendors we use. CASSETTE PRODUCTIONS tends to require relatively large quantity runs i.e. 500 to 1,000+ unit minimums, but in that category they offer the best combination of quality and value. DICOBE will provide small quantity duplication and packaging, inventorying, and individual order fulfillment.

Printing

Full Color, Low Quantities, Budget Prices:

U.S. PRESS

For free information: 1-800-227-7377

COMBO COLOR

Div., Saltzman Printers

1-800-952-2800

Books

CRANE DUPLICATING

508/362-3441

BOOKCRAFTERS

313/475-9145

VAN VOLUMES

413/596-2113

EMPIRE COMMUNICATIONS CORP.

602/269-3111

Envelopes

GAW-O'HARA ENVELOPE CO.

312/638-1200

Direct-Response Order Form/Reply Devices

CHAMPION PRINTING CO.

1-800-543-1957

Large Quantity Copying and Booklets/ Pamphlets

GIANT HORSE PRINTING

415/468-0573

More Sources: Consult:

PRINTING JOURNAL MAGAZINE

available at a main public library

or: 80 South Lake Ave. #550

Pasadena, Ca. 91101

PUBLICITY PRINTING
Box 70 - Kimberly, Wisc. 54136
(Send for Catalog)

Shipping & Fulfillment Supplies

Chiswick Trading Co 33
Union Ave. Sudbury, Mass of 1776
Complete Catalog Available
1-800-225-8708

Specialty Goods & Services

Soundproofing materials for recording studios:
Ilbruck/Sonex- 5155 E. River Rd. #413, Minneapolis, Minn. 55421. 1-800-662-0032

DAN S. KENNEDY

And Associates Konsulting

Specialists in Direct Marketing

5818 N. 7TH STREET #103
Phoenix, Arizona 85014

Office Hrs.: By Appt. Only
602/997-7707
FAX: 602/269-3113

FEE AND ROYALTY CONTRACT GUIDELINES **FOR SERVICES RENDERED**

"TYPICAL" SALES LETTER PACKAGE: Includes a 2 to 8 page letter, 1 brochure-type insert, 1 response device, and 1 other enclosure or some similar combination of components. Includes information-gathering by mail, FAX and phone, but not personal consultation or travel time. \$8,400.00 to \$16,800.00 plus 3% to 7% royalty or use fee.

DIRECT-MAIL SALES LETTER SEQUENCE: 2, 3, 4 or more 'packages' sent in consecutive sequence to the same prospects/customers/clients. Consultation time in preparation \$4,200.00 plus 3% to 7% royalty.

AUDIO. BROCHURES: Includes script for up to a 40-minute message. Can be lead generation, direct sale or 'closer' tape. \$8,400.00 to \$16,800.00 plus royalty or use fee. We can also record and/or edit, sound quality enhance, add music, master in-house.

INFOMERCIALS: \$16,800.00 script and creative consult only. Executive Producer/Writer combination, quote per project. Can also package complete production under one fixed budget. **PROMOTIONAL VIDEOS:** Fees approximately the same. Royalties: 3% to 7% or use fees.

2nd OPINION CRITIQUES: Annual retainers \$5,000.00 to \$10,000.00 for unlimited critique or \$200.00 to \$600.00 per item/package. No Royalties or use fees. Service by FAX available, average 5 day turnaround.

MULTIPLE SERVICE "PACKAGES": Usually done with a monthly retainer plus certain specified fees and royalties or use fees. Typically, Client saves 15% to 20% over "piece" rates.

PRODUCT DEVELOPMENT: Ghost-write book, audio cassette product (4 to 8 tapes), video product, etc. - range: \$16,800.00 to \$50,000.00 depending on complexity, number of "familiarization" days and amount of travel necessary, and royalties available, if any. Assistance also available with package design and packaging, printing and publishing, and/or agenting.

LICENSING: We have a mammoth "library" of printed and recorded information on entrepreneurship, sales, marketing and professional practice management which can be provided as-is or modified, for use as products, premiums or articles for magazines and newsletters. In many cases, royalty only arrangements are possible.

A Final Word From The Author

One speaker/author conducting how-to-invest-in-real-estate seminars sold over \$220,000.00 worth of his new audio cassette series via a joint-ventured package insert. The author of a book on how to buy, fix up and re-sell automobiles for profit sold \$60,000.00 worth of his book solely through sending out news releases and getting inquiries and orders from that 'free' advertising. A motivational speaker "placed" her cassettes with a major catalog company and received over \$80,000.00 in profits in 16 months — without investing one penny in advertising.

These are the kinds of successes that come about as a result of the information presented in this book. These ideas, methods, strategies and instructions work in the real world; these opportunities are all around you; these resources are immensely valuable; and people with "less on the ball" than you are profiting handsomely from the very same "master roadmap" you now hold in your hands.

I hope you will join them very soon. I look forward to hearing of your successes, also. And if there is any way I can be of assistance, do not hesitate to let me-know. If I'm not the right person to help you, I'll gladly refer you to someone who is perfect for your situation.

I hope you've enjoyed rolling around in my brain, scrounging through my file cabinets and raiding my closets.

The Author

BONUS SECTION:

**Here are selected issues of
The No B.S. Marketing Newsletter.
This is a \$50.00 + value.**

**In the front of this book,
you'll also find a coupon valid
for a complete FREE information Packet
& \$50.00 discount offer for the Newsletter.**

Dan Kennedy's

NO B.S. MARKETING LETTER

In past years, things have slowed down around here during the holiday break, so I could get caught up -but this year, the pressure never let up, so I'm still finishing last year's work this year. And only days away from starting to travel again in earnest, with some tough trips. Shouldn't be complaining, although - still beats working for a living! Anyway, I'm going to use this Issue to clear a hefty pile of odd, mostly unrelated items, tidbits, articles, subscriber questions, hey,-look, there's where I left that sandwich, etc., off my desk. You lucky devils, you. DSK

DAN'S PSYCHIC NETWORK

AS PREDICTED, INCREDIBLE UNIVERSE GOES BELLY UP. Right after the holiday selling season ended, Tandy/ Radio Shack announced the closing of all 19 of their Incredible Universe 'superstores'—just as I predicted in this newsletter some months ago. So, how would you like some FEARLESS FORECASTS FOR 1997? No need to call Psychic Friends Network and blow \$4.99 a minute. Kennedy is here.

1. MORE SUPERSTORES WILL DIE. These giant mega-mega stores have had their day. They cannot support the overhead. And they are contrary

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to the current consumer preferences for convenience, speed, ease of getting things done - the stores are too big, too cumbersome, too hard to find things in, with too long lines at the registers. (Best Buy may be next)

2. OVC & OTHER HOME SHOPPING TV WILL GROW & PROSPER AT AN EVER INCREASING PACE. America flat-out loves home shopping TV. QVC is leading the pace at becoming its own supplier. For e.g.s, its own record label, with Kenny Rogers as its first artist. These home shopping networks have unmatched marketing muscle.

3. BILL MAHER'S "POLITICALLY INCORRECT" SHOW WILL FAIL ON ABC. I love this show, but it is just too "smart" and too hip for network TV, even in the dead of 1 night. You just cannot ask people who think 'Fresh Prince Of Bel Air' is

great comedy to watch this show. Two, at the most three years. from now, this show will be gone.

4. DAVID KESSLER'S DEPARTURE AS HEAD OF THE FDA IS VERY GOOD NEWS for consumers and marketers of alternative health options alike. This guy had an extreme bias against any and every "non-medical" product, employed Gestapo-like enforcement tactics, bullied everybody including the President, and was primarily interested in dramatically expanding the FDA's area of authority and thus his personal power. The pendulum will swing hard in the opposite direction now, with the FDA much less activist, much more attentive to its core responsibilities, and much more reasonable in its relationship with the alternative health care industry. Good riddance to Kessler. A window of opportunity exists right now for certain marketers to be more aggressive in promotion, publicity, advertising and product claims.

5. FINANCIAL SERVICES BOOM - AS BOOMERS SEE "RETIREMENT" ON THE HORIZON and realize they are woefully unprepared. Biggest in-industry trend: the-passing of traditional field sales forces by

national companies successfully using "my kind of marketing strategies" to sell every kind of investment product direct to the consumer. E.g.s.: 1-800-FUNDS, selling mutual funds. Tremendous opportunities for experts teaching legitimate, high yield investing, such as in real estate, paper, mutual funds, commodities, etc. "Get rich in real estate" will have a surge of popularity (again) on late night TV.

6. IF YOU CANT MAKE A TON OF MONEY IN A SERVICE BIZ like carpet cleaning, lawn-n-gar-den, house painting, etc., you are an idiot. Most people in these businesses are pitiful: they cannot handle a phone call, keep an appointment, show up at a customer's home looking presentable, communicate, sell, keep commitments - the competition is sad, sad, sad. In most local markets, one or two truly dominate players will emerge from this muck, and the overall failure rate worsen worsen as the dumb, lazy and unreliable are forced out.

7. CATALOG GLUT CAN'T CONTINUE This holiday selling season saw more catalogs mailed than ever before, with more waste and slope and waste than ever - personally I got as many as fifteen identical catalogs from the same company. I suspect that the post-season numbers will not be good; big grosses, poor nets. This industry is going to have to re-evaluate its entire marketing strategy, because what it's doing

now is just plain stupid. Look for smaller, less costly books and a whole lot less of them in the mail next year. Oh and by the way, both the USPS and UPS will find ways to increase rates again this year.

8. THE USE OF DEAD CELEBRITIES IN ADVERTISING (A "HOT" 1996 TREND) WILL CONTINUE It seems people are just fine with John Wayne selling beer, so look out.

The "biggies" you'll see in TV commercials before year's end - commanding mammoth licensing royalties: Elvis and Marilyn Monroe. By the way, small businesses ought to pay a whole lot more attention to free opportunities to utilize dead celebrities to promote their businesses. For example, consider the Elvis' birthday and anniversary of his death; both big media items; lots of attention paid to these - can you run some kind of 'tribute to Elvis' promo?

9. UNLIKE MARIO CUOMO AND FMR. TEXAS GOV. ANN RICHARDS, Bob Dole will not appear in a potato chip commercial (or any other TV commercial) during this year's Super Bowl. I *think* he has more class and dignity than that.

A FEW THOUGHTS ABOUT PREDICTIONS OF TECHNOLOGICAL REVOLUTION, from Daniel Pearl, Wall Street Journal: Every period has its set of people -who are saying "There's never been any change like this before," says Carolyn Marvin, a

communications professor at University of Pennsylvania in Pittsburgh. She adds, "People forget all the predictions that didn't come true." To wit: the telephone would bring peace on earth, eliminate Southern accents, revolutionize surgery, stamp out heathenism abroad, and save the farm by making it less lonely. In 1912, technology watcher S.C. Gilfillan predicted that a 'home theater' would, within 2 decades, let people dial up symphonies, presidential speeches, and 3-D Shakesperean plays. The cost would be low and the moral tone would be excellent. Even now, 90% of all telephone calls are local. Predictions about revolutionary social change from technology have a shelf-life roughly equal to that of a Big Mac.

UPS RAISES RATES AGAIN.

In what has become an annual event, UPS rates jump by 4.3% Page 2 for deliveries to residences, 3.4% for delivery to businesses and 3.9% on next, 2nd and 3rd day services, on Feb. 1. Means most of us using them for deliver) must raise shipping/handling costs by 5%.

FROM THE "SOMETIMES ITS TOUGH TO MAKE A BUCK" DEPARTMENT

Success stories, Inc. managed to make only \$25,000.000 in profits on 14.2 million dollars of gross sales in their 3rd fiscal quarter in 1996. I like this company (and wrote about 'em in my 'Millions'

book) but if I did 14 mill and kept only \$25,000.000, I'd be looking for a very tall building to leap off of. Guess I just don't understand Big Business.

**ATTENTION FINANCIAL
SERVICES
PROFESSIONALS**

According to the big accounting firm Deloitte & Touche, half - of all traditional bank branches will disappear during the next 10 years as banks convert them into investment sales offices. (Source: MoneyWorld Magazine). What does this tell you? My thoughts: (1) another indication of a developing boom in the sale of investments; (2) a

type of retail competition that will not be good news for a lot of brokers and financial planners, anymore than Wal-Mart is good news for small retailers. It IS interesting that S&L collapse poster-boy Charlie Keating was reviled and prosecuted for letting his S&L branches sell non-FDIC-insured investments inside the branches. When a bank or S&L sells it, many investors feel it is more safe and secure than the same investment product sold by other vendors - regardless of fine print disclaimers to the contrary". Positioning Tip that I'm sure Jeff Paul would wholeheartedly agree with: -you'd better get away

from being a "product pusher" and into being a planner, advisor and consultant fast.

Advertisements supposed to sell products, not provide entertainment

USA TODAY'S weekly Ad Track feature simply perpetuates costly misconceptions about advertising.

Writer Dottie Enrico says consumers who participated in your poll of the new Infiniti commercials did not particularly like the ads and didn't think they were terribly effective ("Sophisticated Infiniti ads don't impress target viewers." Money, Nov. 25). And Infiniti's marketing executive says an internal tracking survey showed the new spot "was appreciated for its novelty and entertainment value."

What Ad Track ignores, and the executive has lost sight of, is that the purpose of advertising is not to be novel or to entertain. The purpose of advertising is to do one thing only — get people to buy the product or service advertised.

There's a real danger in asking people the wrong questions, which you do every week in this feature. The last full-page Quarterly Report Ad Track in September listed dozens of ads with the effectiveness rating by your consumer poll. The ad rated highest by viewers was the Eveready Energizer bunny which 45% thought was "very effective."



We in direct-response marketing circles got a real hoot out of this. We use the Energizer bunny ad as an example of what doesn't work. When speaking, we ask audiences how many think the brand name associated with the bunny is Energizer and how many think it's Dura-cell. Even after the ads have run for years, one third guess incorrectly.

The only vote that counts is the one consumers make with their pocket-books.

Ads are not a popularity contest, nor are they for "entertainment" or "novelty" value. People may find the Energizer bunny amusing and entertaining, but it's insane for companies to spend millions, even billions of dollars, promoting products and services to deliver entertainment value.

It's interesting to note that the Infiniti Ad Track feature, in spite of the fact viewers neither particularly liked the ad nor thought it was effective, says that sales of that particular model of Infiniti are up 8.1% since the new ad came out.

Stop asking the wrong questions and perpetuating myths. Ask, "Did this advertisement or commercial make you go out and buy the product?"

Pamela Yellen, CEO
Prospecting & Marketing Institute Inc.
Dan Kennedy, president
Empire Communications
Phoenix, Ariz.

IN KEEPING WITH THE POINT MADE IN USA TODAY, HERE'S HOW TO SCREW UP A GREAT DIRECT-RESPONSE IDEA: read the article, reprinted on page 4, (from DM News) about Jaguar's direct-mail campaign to launch its new cars. So much of what they did here is right, it's a crying shame they screwed up in enough places that the results will almost certainly be disappointing. Here's what they did wrong:

Dumb Move #1: the 8 minute video. Bent minutes. So somebody is highly qualified to buy, interested enough to put the video into their player and sit down on the couch to watch it, and you only present for 8

measly minutes. It costs hardly anything more to do 12 minutes. 15 minutes. 20 minutes. Silly.

Dumb Move #2: having a "documentary film director" do the video. What is the purpose of the video? If it is to sell, wouldn't you logically want the video put together by somebody who knows how to use videos *to sell*?

I would suggest putting a successful infomercial team in charge, and having them solicit input and test ideas on the most successful Jaguar salespeople in the country.

Dumb Move #3: measuring the campaign's success by "the number of video requests as well as traffic to the dealerships." Nuts. The only

valid measurement is return-on-investment based on sales. The number of video requests is completely irrelevant. The traffic is nearly irrelevant.

GETTING A GRIP ON TCV. I frequently talk to different types of marketers about TCV: Total Customer Value. Without a number for TCV, you just cannot make smart marketing decisions. IC Member Richard Roop has done a great job with this subject in an article published in 'Entrepreneurial Edge', reprinted as Exhibit #1.

WHAT ABOUT THE CUSTOMER -EXPERIENCE"? IC Member Peter Coad sent in a great article from Naisbitt's Trend Letter. From it: "Only those companies that can stage an experience out of their

services can get the customers and be able to charge a premium price." says B. Joseph Pines II, who wrote about 'the experience economy' in his book *Mass Customization* (Harvard Business School Press). Raw commodities become goods; goods are wrapped in services;

services become experiences - each step increases value. E.g.s.: cup of coffee requires a penny's worth of beans (commodity), a nickel of coffee grounds (product). Buy the cup in a diner, you'll pay about 50 cents for the service. At a Starbucks or a fine restaurant, a couple bucks for

the experience. In the restaurant biz, it's Hard Rock Cafe, Planet Hollywood, Dive!, etc. delivering experiences. When I used to teach practice-building seminars, one of my favorite stories was about the dental office specializing in "serving kids". When you went in, it was decorated in "kid"; the staff behind the counter was lowered a few steps, so they were

ARTICLE REPRINT

From DM News
November 25, 1996

Direct Mail Supports Major Jaguar Launch

Integrated campaign targets current owners and those who drive competitive models

By Miguel E. Terry

Jaguar has begun an integrated advertising effort, which includes a 150,000-piece mailing, to introduce its first new sports car in 20 years, the XK8.

The direct marketing campaign, developed by Ogilvy & Mather Direct, includes two versions of an eight-minute video, one for the launch of the XK8 and one for the XJ Series sedans, which talks about the improvements in that car line. The videos were created by O&M.

The general campaign was developed by



Jaguar's mailing includes a video (right); the carmaker's quarterly newsletter (above).

ly match the Jaguar profile, received a four-color self-mailer that talked about improvements in Jaguar cars and service. An RM number or business reply card could be used to request a video.

The other group, which fit the profile, received a self-mailer and a follow-up mailing which contained the video, a letter, a brochure and a BRC to request more information.

The video contains testimonials from employees and consumers on the improvements in quality and reliability of the new Jaguar sedans and sports cars. It was directed by Robin Leacock, a documentary film director.

The video on the new sports car is being sent to sports-car enthusiasts while the XJ Series video is going to sedan fans. Who gets which video is determined by various list sources, the type of car someone owns and their interests, according to Gramaglia.

As part of the owner loyalty program, current owners receive Jaguar's quarterly newsletter, produced by O&M Direct. The current issue is dedicated to the launch of the XK8. An insert in the newsletter announces the video and invites owners to request one.

Gramaglia said the agency will measure the campaign's success by the number of video requests, as well as traffic to the dealerships. ■

sumers about the changes that have taken place at Jaguar."

The direct mail effort, she said, started after the general ad campaign, which began Oct. 3. The direct marketing strategy

for the "A New Breed of Jaguar" targets Jaguar owners and owners of competitive models such as the Corvette, Porsche or high-end Mercedes S class. Citing competitive reasons, Gramaglia didn't identify the lists that were used for this mailing.

"We only mail to those prospects who closely match the Jaguar profile," she said. This would be someone "who's in the market to buy a prestige luxury car." She declined to provide further details on the profile.

The mailing consisted of two segments. One group of prospects, which didn't exact-

O&M and consists of a 30-second television spot, an eight-page insert in The Wall Street Journal and ads in automotive and lifestyle magazines.

"Our goal was to develop a truly integrated campaign — from the advertising to direct mail to point-of-purchase materials — to create a continuous stream with consumers from the time they enter the market to the time they enter the dealership," said O&M Direct partner and management supervisor Nina Gramaglia. "We wanted to educate con-

on eye level with the little patients; there were big photos of all the dentists and dental assistants on one wall, along with descriptions of each person's background, hobbies, interests, pets, etc. so the kids could talk with them about these things; each new patient went home with a complete "VIP Kit" with a club membership card, toothbrushes, toothpaste, floss, an educational video, a dental comic book, and an autographed 8 x10" photo of his dentist and dental assistant. That's what we call "the WOW experience." This Pines guy started talking about it recently -I was teaching it in 1982.

**ANOTHER REASON TO
CLENCH YOUR TEETH
EVERY TIME YOU
DROP MAIL**

A postal worker was arrested recently in Oakland, Ca. for stealing more than 16,000 letters and parcels. He allegedly pocketed some items at work and re-labeled others, so that they were delivered to his own P.O. Box. When the investigators searched his home, they found the garage full of enough undelivered mail that it took two inspectors three solid weeks just to log the inventory.

**DUMB SALES LETTER
EXAMPLE**

Sent in by IC Member Vince Cassiani (shown opposite). Vince says he did not get a first mailing, so this second letter didn't make a whole lot of sense to him. It assumes the recipients know who the named speakers are - a very, very bad assumption when in a narrow niche market. The correct principle is to tell your whole sales story every time. Also Vince complains that there's no offer: when, where, how much, etc. Only one way to respond (by phone). Also: a "nothing" headline. Here's how NOT to do a follow-up letter.



Look who's coming to dinner!

Dear Friend,

Great news! We're proud to announce another addition to the Speakers Institute faculty. A man who needs no introduction - Les Brown.

I've asked Les to do a program on how he got to be so incredibly good on the platform. It's likely he'll also join the panels or Q & A sessions on keynoting and getting corporate business.

In case you haven't heard, we added Jim Cathcart to the faculty a few weeks ago to talk about how to build a prosperous business - and we're bringing back Gayle Carson to talk about how you can get more consulting contracts and work internationally.

With the other members like Bill Gove, Ted Nicholas and others - I think this is the most high-level panel of expertise you'll ever get the chance to learn from. Space is filling up, so get in your reservation right away if you're planning to come.

Best regards,


Randy Gage

RD:ld

P.S. Please be forewarned. With the addition of all these presenters - it's quite likely we'll go to midnight every day.

1180 MICHIGAN AVENUE • SUITE 1018 • MIAMI BEACH, FL 33139 305.531.9438 • FAX 305.531.9183

SALES LETTER EXAMPLE OF THE MONTH

Here's your mini-seminar of the month: Carolyn Thomson's sales letter as it was sent to me for critique, my comments, and my "rough draft" makeover. (See Exhibit #2)

ANOTHER LETTER EXAMPLE: IC Member Tony Rubleski sent in the letter he got from a local clothing store, (Exhibit #3) trying to get him back from "the Land of Lost Customers." This strategy often pays off big...quite often, that's gold in those "lost" customers. Unfortunately, this attempt has its problems. While the offer and coupon are good, the copy itself is too vague about the constructive changes that have been made - remember my point about "meaningful specifics" vs. "vague generalities". The non-typewriter-look is a mistake, too.

ADVERTISING EXAMPLE OF THE MONTH

Here's a terrific financial services lead generation ad.

It uses the "Warning" technique with "flagging" i.e. identifying who the offer is designed for up top, in the headline (in this case: annuity holders). It's

written like a news article or PSA. And there are wonderful, powerful phrases and word choices like "tax time bomb", "unknown to most".

ULTIMATE INFORMATION ENTREPRENEUR UP-DATE

INTERESTING INTERNET STUFF. 1996 rough numbers: 113 million bought 75-billion dollars worth of merchandise from catalogs vs. 9 million computer owners accounting for only 5.4 billion in products purchased via the Net. Still, lots of very optimistic projections persist. One encouraging "number" is the time a person spends at a cataloguer's web site once he gets there - for e.g.s., Sharper Image (<http://www.sharperimage.com>) reports the average person's time at their site exceeding 10

minutes...Omaha Steaks (<http://www.omahasteaks.com>): over 11 minutes Warner Bros.

Studio Stores (<http://www.warnerbros.com>): 32 minutes! Two most often used examples of retailing success, should you want to check them out: Amazon Books (<http://www.amazon.com>) and Virtual Vineyards (<http://www.virtualvin.com>). (Source: USA Today).

A FEW REMINDERS ABOUT FTC ADVERTISING LAW. (1) Testimonials are not substantiation (of claims). The FTC rarely finds anecdotal evidence i.e. success stories and praise letters from customers to be sufficient basis to support a claim. The FTC may consider such evidence in assessing the scope of damage done to

consumers by otherwise unsupported claims, but testimonials will never prevent scrutiny of and, if warranted, action against your claims. In fact, testimonials can present claims that then require other substantiation. (2) If you contradict an unsupported claim with a disclosure or disclaimer, you avoid problems. No. The FTC looks at the net, total impression created by an advertisement. (Source: NIMA

WARNING: ANNUITY HOLDERS

YOUR TAX-DEFERRED ANNUITY IS BUILDING UP THE GREATEST TAX TIME BOMB IN AMERICA'S HISTORY?

WASHINGTON D.C • Senior Citizens lulled to sleep by the tax deferral of Annuities could have a rude awakening if and when their Annuity turns into an unbelievable tax time bomb, unless they do something about it before it's too late!

Unknown to most financial planners and CPA's is a little-known secret in the IRS Code the government hopes you never hear about! It allows you to legally convert your present tax-deferred income to tax free! "Unbelievable," said one retiree. "This could save us thousands of dollars while providing lifetime tax-free retirement income, all approved by the government!"

Will Congress continue to allow this to happen for long? Probably not. However, once you get *YOUR* tax-free status locked in, based on past history, your plan will be Godfathered! Most people can qualify for this tax-free upgrading, but not all. You'll need to get the free information available to see where you stand with your own tax-deferred Annuity!

For a free report "Tax-Deferred or Tax-Free." call the TAX-FREE INFORMATION BUREAU 800-407-5995, 24 hours and ask for Report #10. CD Holders may also be eligible to upgrade to tax-free income! If you prefer, call FINANCIAL GREENHOUSE. 7800 E. Lincoln #2001. Scottsdale, AZ 85250. 602-905-3172.

International News, Nat'l Infomercial Marketing Assoc.) If you are doing national marketing, in categories likely subject to FTC scrutiny and regulation, you ought to be familiar with ALL the FTC rules and/or be working with consultants, copywriters, etc. who are familiar with these laws.

FUNNY TRIVIA

It seems the once-proud Nightingale-Conant Corp. must have fallen on hard times and be unable to attract quality talent. First came their association with Kevin Trudeau, which has embroiled N-C, its products and its authors in a reputation-tarnishing pyramid scheme the subject of an AG assault and consent decree in at least one state so far. Now comes the Robert Allen/ Unlimited Wealth mailing. Presented as "a "Special Report from Vic Conant" and listing all the other N-C authors from Jay Abraham to Zig Ziglar down the side of page 1, for credibility, this package itches Robert Allen, famous get-rich-in-real-estate guru, as the person to teach you "how to generate a lifetime of unlimited wealth." This comes only two months or so after newspapers (and this newsletter) carried the reports of Bob Allen's personal bankruptcy. his wife's separate personal bankruptcy, those bankruptcy filings revealing that he didn't own even a square inch of real estate and few other assets, and claiming an income of only a few thousand dollars

a month. Look, I don't have anything against Bob Allen; in fact, I like him personally and wish him well. And I've been broke, and I have nothing against rapid bounce-back. But it does seem a tad quick here for *this* publisher to be promoting *this* author as somebody who can "get people to give you their houses for nothing"...get free land", "create a permanent income flow of \$50,000 to \$100,000 a year"..."build a massive cash flow in 90 days"....."\$25,000.00 to \$50,000.00 every single week" etc. Worse, the truth about this entire audio product is that it is a giant "shift for the MLM deal Bob's in (USANA, I think). Of course, if we invalidated every message based on flawed messengers we'd be back to one message. And maybe N-C has learned the lesson of the recent Presidential election: credibility no longer counts. *Sigh.*

Q&A & More Q&A

New IC Member Monica Montes wants to know: (1) how do you make money on the Internet?; (2) how would you market salsa?

Let's do #2 first. Given the necessary "basics": a quality product, clever packaging, a "story", positioning, I would seek distribution through established hot and spicy foods/condiments catalogs and specialty retailers. But I'd never sit still with one product - very hard, if not impossible to do

much with marketing for a single item. I would make sure that every product label included a toll free number and a reason to call, so I could collect customer names and addresses for future mailings of catalogs, Xmas gift pack offers, etc. Cataloguers must be given a compelling reason to advertise, even feature this salsa product - stores must have a compelling reason to stock and display it; I'd hire a celebrity spokesperson for those purposes. As to #1: some lengthy commentary on Internet marketing is provided elsewhere, in an insert with this Issue. But let me say this: for most purposes, including this, the Internet is, at best, an evolving and developing opportunity, not a currently lucrative opportunity. Focusing your energies on the Internet is not advised.

IC Member Susan McGennis of Elwood Specialty Products in Buffalo asks: what's the best way to handle direct marketing to customers when we really only sell to dealers? and: how do we get dealers more excited about selling our products?

Here's an object lesson: right now, the hottest products in retail, in general.. the ones all the stores want to stock are the "As Seen On TV" products the infomercials are selling direct to the consumers. with that said, you ought to be able to answer both of your own questions.

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EVENTS & SCHEDULE NOTES:

FINAL NOTICE RE. DISCOUNTED REGISTRATION FOR THE ORLANDO SEMINAR: ONLY IC MEMBERS can register for the special Full Day, Advanced Magnetic Marketing Seminar that I'll conduct "Live and In Person!" - along with a special guest speaker featuring great case history examples and NEW STRATEGIES, technique, insiders' copywriting tricks, etc. for developing powerful ads, coupons, sales letters, postcards, envelopes, newsletters and other tools to obtain floods of new clients/customers as well as tidal waves of cash from past clients/customers. **CATCH THE WAVE! IN ORLANDO** and profit the rest of the year. The Day will include "hot seats". amole O&A. and a lot more - from 8 AM to 9 PM.

EFFECTIVE FEBRUARY 15, registrations will be accepted at the full fee of \$695.00 per person, space permitting. REGISTER NOW. SAVE \$300.00. pay only \$395.00 (+\$95 Spouse, Associates, limit 3), and we will charge you 1/2 now, 1/2 in April. Also: the day before is a **SUCCESS EVENT**. A limited number of comp tickets are available, assigned first to Gold Members who are early registrants, then regular IC "Members who are early registrants, in order of registration. FAX 602/269-3113 or call 1-800-223-7180 or 602/269-3111, Tues. or Thurs. TO SAVE \$300 YOU MUST BE REGISTERED BY FEBRUARY 15TH.

A RECORD NUMBER OF SPECIALIZED INDUSTRY BOOT CAMPS TO CHOOSE FROM IN FIRST 1/2 OF YEAR:

1. For Photography Studio Owners: 2/17 in Chicago Contact Contemporary Photo. @ 715/341-3527.
2. For Carpet Cleaners: 4/4-4/5 in Phoenix Contact: Piranha Marketing @ 602/858-0008.
3. For Real Estate: 2/7-2/8 in Grand Rapids Contact R.E.Marketing Group @ 616/456-1930.
4. For Landscapers/Lawn Care Businesses: 4/18-4/20 in Dayton Contact Grunder Landscaping @ 513/847-8000.
5. For Chiropractors: 2/28-3/1 in Phoenix
6. For Dentists: 3/7-3/9 in Phoenix Contact Whitehall Mgmt @ 602/934-2108
7. For Dentists: 3/22 in Destin, Florida Contact Excellence in Dent. Conf. @ 503/391-7800

That, as we "producers" say in Hollywood is a wrap. A few really-miscellaneous none's: thanks from Carla and I to the many who sent Xmas cards and gifts - mostly very fattening foods. And congrats to all of you who took advantage of the special January 3rd Call-in Day. I went virtually nonstop the entire time. As soon as I hung up from one call, the next one came in, and I handled a record number of consultations. I look forward to talking to you the next time around. I'll bet I'm the hardest workin' marketing newsletter publisher on the planet - whaddya think?

And finally....ANOTHER MISUNDERSTOOD ENTREPRENEUR: The farmer read aloud to his wife: "It says here that the Apus, a kind of shrimp, breathes through its feet, swims upside down, and lives- only a month after a two year hatching period. It looks like a miniature crab. And it has no commercial value." His wife commented, "Sounds just like the sort of crop you'd try to raise." (Source: Quote Magazine)

*COMING SOON:
New 1997 Catalog and
Annual Report.
Watch your mailbox
or next Issue's envelope.*

Exhibit #1

DISCOVERING YOUR HIDDEN PROFIT OPPORTUNITIES

Simple Solutions to Increasing Your Sales and Profits

■ *By Richard Roop*



WHAT IS THE MOST VALUABLE ASSET IN YOUR BUSINESS? Some business owners would say it is their great location, inventory, customer service or unique products but in reality, it's your customers that are truly your most valuable asset. When you intimately understand the value of your customers and begin implementing these powerful strategies, you can start capitalizing on the hidden profit opportunities within your business

The cost of attracting new business is much higher than

reselling to existing customers. Unfortunately, most business owners spend all of their marketing efforts focusing on creating new business or new customers, yet fail to exploit the full profit potential of the investment they have already made. Your best bet for producing immediate, low cost sales is from your current customer base. Here are some sales-building marketing concepts.

First, determine the lifetime value of a customer. Once you do this, you will know how much you can spend to attract a new customer. You'll also have solid numbers to evaluate the profitability of your current marketing and advertising efforts. Eliminate what's not working, and repeat what works best.

Here's how to determine the lifetime value of a customer:

1. CALCULATE YOUR AVERAGE SALE by dividing your total sales by your total transactions over the past 12 months. If your sales were \$90,000 and you processed 1,800 transactions, then your average sale is \$50.

2. FIGURE OUT YOUR PROFIT MARGIN.

Let's say your profit margin, after all expenses, is 20 percent. This means your business earns \$2 for every \$10 in sales.

3- DETERMINE HOW OFTEN YOUR customers buy from you each year. To do this, divide the total transactions by your total customers. If you had 300 customers over the last year, then on average your customers buy from you six times a year.

4. OF COURSE ONCE ESTABLISHED, your customers may buy from you for many years. Therefore, you must determine the customer retention rate. Let's assume the average length of time a customer does business with you is three years.

Now, for this example, we have each customer spending \$50 with you an average of six times a year for three years. Therefore, each satisfied customer will generate \$900 in sales. At a 20 percent profit, you will earn \$180 from each new customer. This is the lifetime value of a customer! Armed with this knowledge, you could literally spend up to \$180 to attract one new customer and still break even. How hard would it be to create a \$50 sale if you knew you could spend \$45 or \$90 or even \$180 to attract that



business? If you run an ad. mail a letter, hire salespeople or put together a promotional campaign, you know that for every \$180 you spend, you must attract one customer. Otherwise, you're losing money.

When you don't know the lifetime value of a customer, you're making important advertising and marketing decisions blindly. Also, when you fail to convert a prospect or lose a customer due to ambiguous marketing, rude employees, poor quality or lack of follow-up, then you are throwing away \$180 in each case.

On the other hand, small gains of only 10 percent in your customer base, average sale, frequency of purchase and customer retention rate can dramatically increase total sales and profits in 12 months or less. Here's how it works:

1. INCREASE YOUR CUSTOMER BASE by 10 percent.

There are many ways to do this including improving the effectiveness of your advertising, developing promotional events, co-promoting with other businesses, using coupons, etc.

2. INCREASE YOUR AVERAGE SALE by 10 percent. Methods for achieving this include:

- offering additional products or services after the customer has made a purchase decision.
- adding additional products or services to your existing line, thereby giving the customer the opportunity to buy more.
- creating packages of products or services and rewarding the customer with a discount, flexible terms, free gift or some other incentive.

3. INCREASE THE FREQUENCY YOUR customers do business with you each year by 10 percent

This can be done through special promotions and by offering new products or services. Make it fun and easy to do business with you. Ask your customers to buy from you often.

Communicate how much you appreciate their business.

4. INCREASE YOUR CUSTOMER RETENTION by 10 percent.

Concentrate on offering the best quality and customer service you possibly can. Reward people for their continued business and referrals. Send gifts and thank you notes. Develop a customer mailing list and contact your customers on a regular basis.

By applying these proven strategies and achieving a modest 10 percent increase in each area,

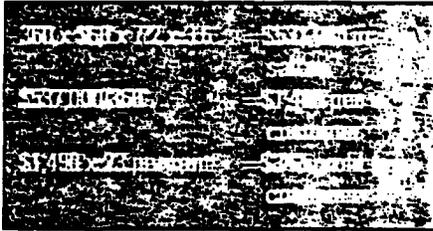
your profit margin could literally double. But to be conservative, let's assume your profit margin goes from 20 percent to 23 percent. What does all of this mean for your bottom line? Let's look at the results and the synergistic effect it has on your sales and profits.

You now have 330 total customers an average sale of \$55, average repurchase rate of 6.6 times a year and a new profit margin of 23 percent. Your sales would then increase from \$90,000 to almost \$120,000. That's a 33 percent increase¹ If you did this for three years, you would double your sales.

Now, with a 23 percent profit margin, the lifetime value of your customer increases from \$180 to \$276, more than a 50 percent

increase in profits! Instead of making \$18,000 a year, with just these small gains, you are now making \$27,600.

What if, instead of 10 percent, you were able to increase each area by 20 percent? Here's what happens.



So within one year, with 20 percent improvements in each area, the lifetime value of your customer becomes \$343— a 66

percent increase in sales and a hefty 190 percent increase in profits!

Begin now by applying your own sales numbers to these formulas. Use this information to reveal the true value of each customer to be certain that your ads and promotional activities are attracting enough customers to justify their continued use. IB

Richard Roop, president of Bottom Line RESULTS, Inc., in Woodland Park, Co., is a direct response marketing consultant with 10 years of successful experience. With an emphasis on measurable results, he offers copywriting, design services, strategic planning, coaching and product development.

Exhibit #2

FEDDERSEN'S FROZEN DOUGH
301 W. WATER ST.
SANDUSKY, OHIO 44870
419-625-3886
800-458-0230

To the owner, manager,

We know how hard it is with all of the competition out there. We'd like to take this opportunity to tell you that we want to help you. We have over 30 years in the pizza industry and we want to share our experience with you. We make frozen pizza dough that is unrivaled in taste, price and service!

We deliver to your store, supply the chest freezer to store it in and help you with any part of this business that you need help in. From education to recipes and equipment we can get it for you! We have the simple philosophy that if you don't make money, we won't either so we want you to do very good! We currently deliver from Wisconsin in the west to Pittsburgh in the east and as far south as Columbus. We have no minimum size requirements to place an order. If you are a chain we can even make your recipe.

Let us bring you a sample and discuss your particular needs. So if you want to work with a solid family run business (Dun & Bradstreet rated) call us at either number listed above.

Respectfully,

Carolyn Thomas
Partner, Feddersen's

DAN S. KENNEDY

12-18-96

Carolyn Thomson

Carolyn,

Sorry you missed my presentation - but glad you responded to our follow-up mailing,

Quite frankly, the letter has three problems: first, it is disjointed, disorganized doesn't make your case in a clear, easily understood manner. Second, you emphasize your product, service, dealing with a family business all fine but why? Presumably the motive is profit, so you need to sell money. Three, the close is terrible. No offer. No reason to respond now.

I don't usually do this, but I'm going to do a "rough" rewrite for you, and use it as an example in my newsletter. It follows.

Best,

Dan Kennedy

Exhibit #2- Continued

The answer to the battle-for-profits is here.
Let us help you make more "dough" -
guaranteed.

Dear Owner or Manager,

As you can see, I've attached a nice, crisp \$1.00 bill to the top of this letter. Why is a stranger sending you a dollar? Three reasons:

1. I'm going to talk about "nuking dough with dough", so using a dollar bill to get your attention seemed appropriate.
2. I know you get a lot of mail and throw most of it out unread, so I wanted to buy a few minutes of your time.
3. If you like, you can trade that dollar in for FIFTY dollars. I'll let you how.

How Can YOU Make More "Dough" With Our Dough?

It's simple. With over 30 years in the pizza industry, we've perfected the Ideal, high profit "system" for independent retailers like you to make money selling "homemade pizzas."

Pizza is BIG business. Of course, you know about Dominos and Pizza Hut and home delivery. You also know about ordinary frozen pizzas -most of which are factory produced and taste like cardboard covered with ketchup and cheese. But there's an "in between" product you can offer to your customers that they'll love and come back to buy over and over and over again!

We make a unique frozen pizza dough that is unrivaled in taste.

FEDDERSEN'S FROZEN DOUGH gives your customer a true pizzeria-style, top quality, delicious pizza popping out of their own oven in less than 12 minutes. It's better, cheaper and faster than Dominos. They'll love the "pizzeria experience" and come back to buy more.

We Make It Super-Easy For You To Profit

We deliver to your store.....even provide the freezer chest to store the product in.....provide recipes, education, equipment, whatever you need..... in-store promotion help.....~because we're not only in the pizza biz, we're In the money biz: if you don't make money, we can't make money.

In fact, we GUARANTEE that you will love the extra profits you make with our system - or, after a 30 day trial, we'll take everything back and even refund you 100M for any unused, unsold product. We'll put you In the QUALITY pizza business risk-free!

By the way, we deliver from Wisconsin in the west to Pittsburgh in the east to as far south as Columbus - and comments from retailers just like you who have been "rolling in down" thanks

to our dough are enclosed, on the piece of paper that looks like a pizza.

It's Easy To Try This Moneymaker In Your Store.....

What's the next step? With absolutely no obligation, we'll come by at an agreed upon time, bring you a sample of the product, and quickly explain exactly how our System can make you money. To schedule the appointment, either call me at 000/000-0000 or FAX back the enclosed E-Z Response Form.

If you prefer, you can get a copy of our FREE REPORT: "PROFITS FROM PIZZA" sent to you by mail. Request it on the Form, call me, or for more Info, call my free recorded message at 000-000-0000.

Turn That Dollar BILL Into FIFTY BUCKS Right Now

Since I want to help you turn our dough into bankable "dough", I thought I'd start right out by giving you some, FREE DOUGH. When you place a Starter Order for any of our Starter Packages within 21 days of this letter, you can trade In the attached dollar bill for \$50.00 of product, free. My dollar puts FIFTY dollars of saleable product in your store!

Who else has offered you FREE DOUGH lately?

Surely you can use some extra profits. We deliver! Call me today.

Thanks,

DORRIT J. BERN



President and Chief Executive Officer - Charming Shoppes, Inc.
150 Winks Lane - Bensalem, PA 19020

FASHION BUG

Exhibit #3

Dear Anthony,

It's been awhile since you've shopped with us and, frankly, we've missed you. While you've been away, we've learned to listen carefully to our customers, and we've responded. This holiday season is an ideal time to see the difference now *at* Fashion Bug. And I think you'll be pleased with all the changes we've made.

I'd like you to know that what's important to you is important to us. For instance, a broader assortment, greater attention to quality and realistic pricing. And with new fashions arriving continually, our selection is fresh every time you visit us. It all adds up to the style you want and the value you expect.

But don't take my word for it..please, come in and see the difference for yourself. To welcome you back, I've enclosed a \$10 Holiday Gift Certificate. We look forward to seeing you once again. And, if you like, drop us a note and tell us what you think. We're always happy to listen.

Best wishes for a wonderful holiday,

Dorrit J. Bern
President



Dan Kennedy's

NO B.S. MARKETING LETTER

ALRIGHT, ALRIGHT ALREADY, I was wrong about my Bob Dole commercial-during-the-Super-Bowl prediction. So there is no dignity left. I give. If you folks responded to our contests in the same quantity as you all FAXed me to tell me I was wrong about this, we'd have a lot smarter, richer subscribers - so there I Shall we move on?.

A few weeks ago, I followed George Foreman in LA, President George Bush in San Jose, on two Peter Lowe International events. I mention it because they each had something interesting to say. George Foreman talked about his childhood poverty, his ups and downs, and said that he wasn't sure; if somebody'd never been at the bottom, that they could ever really appreciate being at the top. I've often wondered about this myself. I know that having been dead butt broke, buying gas \$2.00 at a time for old clunker cars, etc., I never totally forget that and any time, every time I start getting grumpy about being overworked and underappreciated now, I can remind myself of those old days and "un-funk"; believe me, my worst day now beats actually working for a living by a country mile, and I'm grateful. The other night, Charles Barkley asked David

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Letterman, "Do you ever feel guilty when you get your check? " That's when you know you're really doing well. But I find that just about everybody who gets to that position has, in their past, severe poverty and/or catastrophic failure. So "the question is: can a person bypass the humbling failure and grinding poverty, get rich, famous and successful and really appreciate it, not turn into a spoiled skunk like a Charlie Sheen, and remain a decent human being? I dunno. I think so.

On an entirely different subject, George Bush told of the producers of 60 MINUTES recently calling, inviting him to do the whole hour, and being nonplussed and huffy when he declined.

A producer got him on the phone and said, "Don't you remember how powerful 60 MINUTES is? Don't you understand that we have a bigger audience than any other TV

news program?"

And George Bush replied, "And don't you understand - I don't give a damn about that anymore."

I 'm beginning research and work on a new book on real power: what it is, who has it, how to get it, and so on. And George Bush's little story shows that he may very well have more power now than he did when in the White House, supposedly THE most powerful man in the world. Now he has what I'm rapidly concluding is the ultimate power; not giving a damn about what other people think you ought to care about. If you have any thoughts on this you' d like to share, my FAX machine's always open.

Speaking of "celebrities" .. .years ago, there was a saying that if. you sat in one place in the world - New York's Grand Central Station, Paris' Eiffel Tower - eventually *everybody*, would pass by. Now it's: if you watch enough TV, eventually you'll see *everything*. In one night, late night, I saw Tony Robbins on Bill Maher's Politically Incorrect, almost silenced (!!!), only very occasionally squeezing a word in edgewise between San Fran's Mayor Willie Brown and Vicki Lawrence. And I saw Pat Boone, shirtless, in biker's leather vest and pants, with tattoos, singing "heavy metal." Pat Boone. I don't know exactly

what this means, but I somehow couldn't let it pass without mention.

Well, enough of the ram-'bling, right? Let's figure out how to make some money. I want to start by covering some "big" issues that have come up recently in conversations I've had with clients, seminar attendees,' etc.:

1. NEVER UNDERESTIMATE THE IGNORANCE OF THE AMERICAN PUBLIC. Right back to TV: Jay Leno occasionally does a man-on-the-street-interview bit where he tests the knowledge of the public...like showing them pictures of U.S. presidents, vice-presidents, and cartoon characters; most could name the cartoon characters, few could name the presidents. I admit that telling them apart might be tough, but you oughta be able to name them. A couple weeks back, in Vegas, he interviewed folks outside the Luxor, the pyramid shaped, Egyptian themed hotel. No one could correctly name the half animal, half human statue outside (a specific), and no one could tell him-where Egypt is on a map. An Air Force pilot thought Egypt might be in southeast Asia. So, how to make money: whether you are selling to doctors or ditch-diggers. take no knowledge for granted, dumb down your copy, do NOT give credit where it may not be due. It's natural to fight this; to insist that your customers are smarter than everybody else's. Fight this temptation. It's a book from a few years ago, but if you haven't read it, it's worth finding: Steve

Allen's "Dumbth", all about the dumbing down of America-Scarier than a Stephen King novel.

2. BE CAREFUL ABOUT BLINDLY COPYING WHAT WORKS - OUT OF CONTEXT. I'm all for using what works as opposed to inventing, but a word of caution is in order. I have a client who is a bit impulsive, who leaps to copy and use anything he sees working, without consideration to the context in which it works. Yes, great marketing strategies are often universally adaptable, but note the word "adapt." Speakers going to TV make this mistake constantly: insisting that what works for them while on stage in the seminar room will work as-is on TV, but it doesn't, because the entire environment and audience experience is totally different. An ad that works in the Enquirer MAY work as-is in the New York Times, but it can probably be made to work a lot better if some relatively small and subtle changes are made-in each of the two versions.

3. BEWARE YOUR BIASES. The other day I had a prospective client tell me: "The people in our field don't read direct-mail." I absolutely guarantee you that we can find some marketer who sends direct-mail to those people and does so profitably and repeatedly. But this client has this belief so solidly cemented in his head, I cannot help him and won't work with him. What do you "believe" about your market that you haven't tested in a while? At Terry Hunefeld's recent Real Estate Boot Camp, we had one agent (there's one in every

crowd) convinced that, in his market, every customer was lowest price, best deal motivated and could not be motivated with any other message. His belief is crippling him. And it's ridiculous. In his town, they ain't all drivin' Yugos. wearing K-Mart clothes and buying bread at the day-old store.

MARKETING STRATEGIES & OPPORTUNITIES

FAX MARKETING. I'm often asked about this. I think it is very risky to "broadcast FAX" to 'cold' or new leads, people with whom you have not established a relationship. This can and does work; you can make sales; but you WILL really aggravate a lot of people, and I wonder if doing that is smart, especially in a market you wish to live in for any length of time. However, FAX marketing is a fantastic tool used with people who know you. want to hear from you. maybe even have given you permission to communicate with them that way, and when your message has legitimate urgency. I just ran a promotion where a FAXed sales letter pulled 46% in orders, in 72 hours. Hard to beat that. But I was dealing only with Hyper-Responsives, who had furnished FAXes, with a terrific offer, and with a legitimate reason for urgency. Here are a few uses of FAX marketing I've personally seen that work well:

1. A restaurant FAXes its weekly menu o? specials, daily soup-and-sandwich combos, etc. with a coupon to its list of

very-frequent customers at their offices. (Coupon redemption averages over 50%.)

2. A seminar company FAXes its sales letter for an upcoming event to its "VIP" list, with a significant early bird discount.

3. A speaker FAXes meeting planners (prospects) with whom he has previously had phone conversation(s) with, in or near a city where he is coming to speak, inviting them to attend and see him work

4. A vendor of used and re-built parts to the electronics industry FAXes a list of "Just In & Now. Available" parts to its customers once or twice a month.

5. An insurance agent FAXes his monthly newsletter to his clients.

The FAX is also a great tool for "personal touch" marketing, relationship maintenance. Let's say you find an article that might be of interest to a dozen of your clients...instead of making 12 copies, stuffing 12 envelopes, buying 12 stamps...jot one note on it and FAX it. Cheaper, faster, done, more impact.

By the way, we try to get IC Members' FAX #'s, but don't have everybody's. If you think we don't have yours, please FAX it in. If there's a seminar coming to your area or some other reason for "urgent" communication, we'd like to include you in our FAX communications. Thanks. -(Our FAX#: 602-269-3113.)

TRADE SHOWS. It is the best of marketing opportunities, it is

the worst of marketing opportunities.... in my observation, at least 90% of all companies that exhibit at trade shows waste their money and time. They lack good pre-show, at-show and post-show strategies, sort of like Bob Dole lacked a beginning game, middle game and end game. Or the NY JETS having no game at all. If you are going to exhibit, and you want a very quick 'n dirty "fix" of your approach, get a copy of IC Member Steve Miller's new book: "Over 88 Tips & Ideas

PRINT ADS. I'm a "broken record" telling you to recycle the old rather than trying to invent anything new. Here's yet another recycle of Caples' "*They Laughed When I Sat Down At The Piano - Until I Started To Play*" headline, this one for a recruiting ad, for a direct-response agency. (Shown below.) It's brilliant because (a) the headline still works, just keeps on chuggin'; (b) any DR pro worth hiring will recognize it instantly and comment on it when responding; (c) any

**They laughed when I said
I was quitting my job,
selling my home,
uprooting my family
and moving to a city
of 50,000!**

You can do great work for great companies and enjoy a high quality of life in a small city. We have created direct marketing for some of the best companies in America (Microsoft, General Mills, World Book, NEBS and others). Join our growing advertising agency in an all-American city (LaCrosse, Wisconsin) on the banks of the beautiful Mississippi River. Your family will thank you. We are an associate-owned company. Member: AAAA/DMA. For more information, visit our web site at <http://www.OvationMar.com>.

We are looking for people with at least 5 years of experience in the following areas:

**Creative Director
Senior Copywriter
Senior Account Manager
Media/Circulation Director**

OVATION MARKETING, INC.
An associate-owned company

Send resume and cover letter to JoAnn Staffes, Personnel Director, Ovation Marketing, 201 Main Street, 6th Floor, LaCrosse, WI 54601-0717 or JoAnnS@OvationMar.com

To Supercharge Your Exhibit Sales." A lot of the strategies apply to working booths at consumer shows too. You can FAX or call or e-mail Steve at 206/874-9666, 874-9665 or TrdshwStev@aol.com.

applicant who doesn't comment on it and doesn't know it if asked can be summarily rejected.

INTERESTING MARKETING NEWS

DEALIN' DRUGS. Media buys for advertising for prescription drugs, aimed at consumers, exceeded 458 Million Dollars in 1996, up 113% over 1995, and 1995 was up 40% over 1994. 1995 was the first year that the money spent advertising prescription drugs to consumers was more than the money spent marketing those drugs to the medical profession. Apparently, the ageing baby boomer can be driven to the doctor demanding drugs by name. And we wonder why health care costs are rising. Soon I suppose we will have celebrity endorsements for prescription drugs, supermodels and sports stars touting prescription only allergy remedies, anti-depressants, etc. Rodman can do commercials for estrogen. I wonder if medical doctors' Yellow Pages ads will start sporting the logos of the heavily advertised drugs they prescribe. "Want Prozac? We'll prescribe it C'mon in." It occurs to me, even as an advertising professional, that there just may be some things that do not need to be publicly advertised.

THE CAR BIZ IS CHANGING. Wayne Huizinga's new company is buying up big car dealerships faster than anybody can count - in our area, the seven Lou Grubb dealerships (for \$100 million in stock) and Bell

Dodge (for \$30 million in stock). Same company bought Alamo (\$625 million, stock) and National Rent-A-Car (\$2.3 Billion, stock plus debt assumption). All to reed its rapidly expanding chain of AutoNation Pre-Owned Car Superstores. Huizinga is going to nationalize, standardize and streamline the retailing of cars and will be the largest car retailer. The stock buying all these dealerships and companies, by the way, had zero value of its own; it's mostly Huizinga's reputation at work. As he did in building the Blockbuster video chain, Huizinga is moving like lightning. If I were a car dealer, I'd wake up: Huizinga will be to local dealers what Wal-Mart is to small town, main street merchants.

Now is the time to figure out how to reinvent your business to do the things he can't or won't do well, to niche, to target, to put together new puzzle pieces, because butting heads with him will be a losing proposition.

THAT DARNED ATTENTION SPAN. According to studies conducted by The International Listening Association, people forget 50% of all new information they hear within 24 hours, and half of what they retain after 24 within 48 hours. Another study shows the current, average adult attention span to be eight SECONDS long. (Source: About Women &

Marketing, 2/97). Nothing new to us speakers. Just a strong reminder that we must continually reach out and "re-grab" the attention of the listener/viewer/reader. The "wandering mind" is a real problem.

MARKETING EXAMPLES OF THE MONTH

I have two REALLY GOOD lead generation ads to show you this month....so good, there's no makeovers. But a word about lead generation: lead generation advertising is infinitely easier to make work than a one-step ad to sell a product and infinitely more measureable than a typical retail traffic-building ad. Leads have value. If you have the price/margin to support lead generation, it's definitely the way to go.

First, long-time IC Member Dr. Robert Kotler continues to impress with smart, aggressive advertising. His newest (Exhibit #1) is a first-person testimonial/story ad from a Registered Nurse (great credibility!). Note great words like "super specialist". And she goes right to the offer, from halfway into the copy to the end, she pitches the free video and the free checklist. Any dentist, chiropractor, optometrist, veterinarian, lawyer, CPA, etc. could copy this approach. There is little to criticize or change here: there is a bit of confusion

about non-surgical vs. surgical. And one pretty trivial thing Bob missed: having Carolyn's signature, in her handwriting. Overall, this is a GREAT ad!

Second, an excellent use of the 'classic' WARNING type ad, by an attorney. (Exhibit #2). I'm often asked by attorneys how they can market more effectively - many insist they - can't use the strategies I teach (and they are wrong). I frankly don't work very hard at changing their minds, because I don't like lawyers. But I have taken a few as clients over the years, and we've always had good results. Here's a WARNING ad, trolling for accident victims. It, too, is solid. Nothing to quarrel with.

Now, the "trick" to making both of these pay off to the max is: strong follow-up, including (a) excellent handling of the inbound call when taken live; (b) getting the promised info out immediately; (c) the free report, video, etc. doing its job; (d) « SERIES OF FOLLOW-UP LETTERS to those who get the material but do not call for an appointment.

If you can't use one of these two examples to make money, you're brain dead

Special IC Members Report

A FIVE ALARM BELL WARNING: COULD ADVERTISING EXPENSES BECOME NONTAX DEDUCTIBLE?

You may recall Clinton's Labor Secretary Robert Reich's popularizing of the term "corporate welfare" to describe every tax advantage given to business, from training subsidies for hiring unemployed veterans to investment tax credits. Well, the little Commie professor Reich is gone, but his legacy has taken on a frightening life of its own. A group of Congressional leaders released announcements the week of February 3 promising to "overhaul corporate welfare." Among these 'leaders': Senator John McCain, a Republican (!) from Arizona, Chairman of the Senate Commerce Committee has called for a massive clean-up of corporate welfare, via a new "commission" similar to the one that Congress created to look at military base closings. McCain praised the recommendations regarding corporate welfare clean-up made by the Progressive Policy Institute.

The Progressive Policy Institute has repeatedly classified advertising expenses as tax deductions as one of the biggest corporate welfare targets worthy of attacks. Both Dan Jaffe, executive vice-president of the Association of National Advertisers and Wally Snyder, president of the American Advertising Federation, have expressed grave concerns over all this. To my knowledge, the Direct Marketing Association, the National Infomercial Marketing Association, etc. have been silent and have not issued warnings to their members about this impending disaster simmering in the halls of Congress.

On the surface^ the idea of making expenses for advertising non-deductible seems so stupid, you'd think it could never happen. But remember: most Congresspersons know less about how business works than any other topic. Most have never sold anything, covered a payroll, built a business plan, or otherwise dealt with the real business world. Most are economic ignoramuses. Most believe, for example, that you can add a tax or compliance cost to business and not have it taken out of either employees' or consumers' hides. (I once had this very conversation with Senator Mondale, on a flight from Minneapolis to Washington. He insisted that government could impose a new tax or regulatory cost on business with no impact on consumer prices, wages or employment levels.)

Let us assume that advertising costs are suddenly NOT tax deductible. First of all, the list of companies that go out of business would fill thousands of pages: Victoria's Secret, Sharper Image, and every mail-order/catalog company - because, of course, 50%+ of their entire gross expenditures are for advertising. The TV infomercial and direct-response spot industries cease operations immediately, probably also endangering the entire cable TV industry. Ad media, of course, becomes nearly worthless, so newspapers and magazines cease publishing, radio stations cease broadcasting, companies like Val-Pak and MoneyMailer shut down. The printing industry downsizes by at least 50%. The billboard industry: put a fork in it. Auto racing: over. The Super Bowl, the World Series, the PGA Tour, etc. - pay-per-view only. For small businesses, virtually all advertising must cease; none would be affordable. There will be no national or local news on TV or radio, because there will be no sponsors; maybe there'll be government provided news; maybe this is what they want. I, of course, am immediately "retired." You'll be able to throw a bowling ball down Madison Avenue without hitting anybody. Bus fares, airplane fares all skyrocket, as they are subsidized now by sale of advertising space on the buses, in the airlines' ticket jackets. The national unemployment rate tops 20%. The stock market crashes. Can anybody be crazy enough to even propose such a thing? Yep.

According to AD AGE (2/3/97) "Senator McCain's praise of the Progressive Policy Institute as one group offering suggestions prompted alarm from advertising groups that have seen the Institute rate ad deductibility as among the largest of possible targeted programs."

Yes, there are people in Washington dumb enough to jump on this bandwagon. Business had better de-rail it quick. Early. Decisively. Because if this lunacy picks up steam, we could ALL be in the bread lines. (By the way, Al Gore suggested in his book that we'd all be better off without automobiles, so, by all means, do NOT underestimate the nuttiness of our national leaders.)

You might want to query YOUR trade associations about this.

ULTIMATE
INFORMATION
ENTREPRENEUR UP-
DATE

Some Issues, this Section is very small and "light." It so happens that this month, there's a lot to talk about here. We'll adjust though, so next Issue there'll be less here, more ad/letter analysis and local biz stuff. By the way, for the uninitiated, this Section of the Letter is meant as a continuing update to my book for my book for marketers of info-products, THE ULTIMATE INFORMATION ENTREPRENEUR.

GREAT DISCOUNTS ON ADS in all kinds of National magazines, card decks, etc. from media buyer, ltned IC Member, Peter Giordano. He FAXes out special buys. For info, FAX him @ 801/264-1238.'

SIMPLE BUT EFFECTIVE MARKETING OF PROFESSIONAL SERVICES: I can't vouch for this guy from personal experience; I've not used him (although I might), but his simple one page flyer (Exhibit #3) is pretty darned good. Does a good

job with problem solution, a solid testimonial, credentials, and - yes, an offer!!! (So many people miss the offer.) Anyway, here's a double whammy: a good example of a flyer, and, if you're in search of an editor, maybe this'll be a good contact for you.

A LETTER FROM A MAGICIAN....Here's a letter I just got from a magician using Magnetic Marketing with so much success, he's ready to rush out and teach other entertainers how to market their services. (Exhibit #4) He raised some good questions I thought I'd answer here. First, he mentions producing a "comprehensive book" — no, Dave, don't do that! Books are for bookstores. Think about this: information packaged as a book, \$12 to \$24; same info packaged as manual with 6 cassettes, \$99 to \$199, maybe more; same info packaged as six manuals, six audio cassettes, a forms kit, consult coupon, etc., \$399 to \$59?....and you won't make it up in volume with the lower price. Next, lead generation advertising vs. "cold" direct-mail: here's the big thumb rule: leads from ads who ask for your info will convert at a much better rate, will pay more, and will refund less than sales made via cold mail to the same prospects. There's magic

(!) in having them ask for your "report" i.e. sales letter. Re. back-end business: there's where the money is: a monthly newsletter, other products, course up-date kits, and definitely "marketing boot camps." I have clients who are marketing gurus to the real estate industry, dental, chiropractic, carpet -cleaning, landscaping, photographers, each easily picking up paychecks of \$30,000.00 to \$80,000.00 from putting on a single two day "boot camp." This is the big payday you set up with everything else you do. And, by the way, the strategy of "setting up a big payday" is, in and of itself, pure Dan Kennedy magic. Oh, and Dave, you MUST get Jeff Paul's Mail-Order Success System AND get to his next Boot Camp.

INFOMERCIAL STUFF: SPEAKING OF JEFF PAUL: Guthy-Renker is moving ahead with the production of a "make \$4,000.00 a day, sitting at your kitchen table, in your underwear" infomercial featuring Jeff! Terrific testimonials were taped after the most recent Boot Camps in Chicago early March, we'll be taping Jeff in studio, being interviewed... probably finish post-production and test late March or early April. Let's all cross our fingers and think good thoughts.



THE STIMULATOR, a pain relief gizmo sold via infomercial, has been hit by the FDA; inventories seized, show pulled, principals facing huge fines - and fighting the action, claiming the product should not be under FDA jurisdiction in the first place. Some years back, the company with the THERAPY-PLUS product, that I co-produced an infomercial for, ran into comparable problems. "Medical claims" are very, very touchy. Also, the tendency of regulatory agencies to overstep their proper jurisdiction is increasing.

CAN LOCAL INFOMERCIALS WORK?

Absolutely. Chiropractors, cosmetic surgeons, fitness clubs, lawyers - many marketers produce relatively inexpensive infomercials* to air only in their own areas. Recent entry: West Covina Toyota in Orange, California, for used and new cars;-financing, etc. This is a lead generation show, driving to an 800# - unfortunately, a test call went unanswered after 13 rings....highlighting the perennial problem of a good front-end marketing effort ruined by sloppiness and stupidity in handling all the subsequent steps. (Source: DRTV Monitoring Report/Jordan-Whitney Greensheet, Jordan Whitney Inc., 714-832-2432, courtesy John Kogler.) I tell you: pure lead generation is still the most underused, easiest to make work infomercial opportunity. (*My company, LifeTech Broad-

casting Corp. can turnkey infomercials and welcomes restricted budget, local use only projects.)

PRETTY TOUCHY: The FTC has fined Hawthorne Communications (the producer of an infomercial for a client: Mellinger World Trade) \$25,000.00 for using unsubstantiated claims. And re. the disclaimer "Individual results may vary", the FTC insisted it should have read "Individual results WILL vary." Hope Hawthorne had an indemnity agreement with the client. Hawthorne says it will now stop doing any opportunity type infomercials. (Source: DM NEWS).

HOME SHOPPING: Another reminder of the power of QVC: a window cleaning device + chemical product that hooks to a garden hose languished in obscurity for 25 years. Various marketing attempts failed. But in 2 years of occasional sales on QVC, they're exceeding 2-million dollars. New: QVC has entered into a deal with Merv Griffin, to -market a line of skin creams he owns, bearing the name of a Princess from Yugoslavia. Griffin, by the way, is one very shrewd, clever, creative entrepreneur.

PROTECT YOUR INTELLECTUAL PROPERTY. I confess to being a bit sloppy about this myself from time to time, but I was freshly reminded by a brewing controversy in the Thoroughbred racing industry over rights to likenesses of horses (see my letter, BLOODHORSE MAGAZINE,

here as Exhibit #5). Obviously, human athletes are compensated if they or their autograph, name, photo, etc. is used for commercial purposes. But what about the owners of these animal-athletes? Anyway, when you and I develop trade names, brand names, effective ads and sales letters, products, original speech and seminar material, etc., we need to safeguard its value. What intellectual properties exist in your business that you are failing to protect? You may want to think this through.

INTERNET STUFF: I find this fascinating: in response to its "clog problems", America Online is finding it necessary or smart to run apology advertisements on television. If advertising on the Internet is such a big winner, wouldn't you think the largest online service would be able to do its advertising there?

HOLES IN THE BOTTOM OF THE INTERNET BUCKET. A recent survey of several thousand people registered as "on-line" at their homes showed that more than 50% of the consumers who try going online soon - quit. Other stats: in total, about 20% of U.S. households are currently using the Internet in one way or another, 19% have experimented with it and bailed out And 40% of people not online, responding to another survey, have concerns that prohibit them from participating online (like computer phobia, refusal to give kids access, etc.) 92% of all consumers surveyed

had heard about and/or read about the Internet. (Source: DM News).

NEWEST INTERNET PROBLEM -try to protect your intellectual property in cyberspace! The TV networks, movie producers, publishers, celebrities are all getting mighty frustrated with the hundreds if not thousands of "unofficial" web sites using their properties. Fans of Star Trek, Seinfeld, Baywatch, Michael Jordan, etc., etc. are blithely creating and running their own websites, newsgroups, providing still photos and video images for downloading, and so on, dealing in copyright and trademark protected people, places and things for which hefty licensing fees are assessed and collected in all other venues. I predict that this turns ugly in the near future.

AND HERE'S A "BIGGIE" THAT COULD POKE A HUGE HOLE IN ONE OF THE MOST-HYPED FEATURES OF 'INTERNET MARKETING': NEVADA ATTEMPTS TO CRIMINALIZE UNSOLICITED E-MAIL. A controversial bill introduced by Nevada State Sen. William Raggio would make the sending of unsolicited e-mail for commercial purposes to Nevada residents a crime, punishable by 6 months in jail and a \$1,000.00 fine. While this one probably won't get through, it is a sign of things to come. The bill* DOES exclude unsolicited e-mail sent to customers with whom a marketer has a "pre-existing relationship".

COULD THE. FUTURE OF

INTERNET MARKETING BE LOCAL? Right now, Money-Mailer's H.O.T.! Coupons and Supermarkets Online (web sites) allow consumers to use their zip code to pull up and download coupons from merchants right in their own neighborhoods. Local mini-malls, like San Diego's WebGarage features local advertisers related to cars: dealers, repair places, parts stores, etc. Yahoo! has metro-specific sites in 6 cities. Newspapers are getting into this business. (Source: Internet Marketing & Technology Report 2/97). It strikes me that the "local" and "niche" approaches to Internet marketing makes as much or more sense than anything else I've heard so far.

ATTENTION SPEAKERS: I will be one of a dozen or so experts speaking at Dottie Walters' 1997 "Magnificent Marketing Symposium" in LA, August 21st-August 24, specifically for speakers and seminar marketers. Among the other speakers: IC Member K.C. Truby, a brilliant marketer of huge-quantities of customized info products through associations, joint ventures, etc.; Dan Poynter, one of the top pros in self-publishing; Wendy Keller, literary agent; Bernard Zick, a very successful seminar presenter and platform salesperson. The event is jointly sponsored by Dottie's Sharing Ideas Magazine and the Int'l Society of Speakers, Authors & Consultants. If you want info, call Dottie's Office @ 818/335-8069 or FAX 818/335-6127, and

be sure to ID yourself as a Kennedy Inner Circle Member.

I NEED 2 VOLUNTEERS TO HELP WORK MY BOOTH AT THIS YEAR'S AMERICAN BOOKSELLERS ASSOCIATION CONVENTION/BOOK EXPO. This-is-where all the publishers-exhibit and all the booksellers come to hunt for product. As my slave laborer, you get the learning experience, the chance to "walk the floor", bad hot dogs and warm Coke once a day, and a grateful "ataboy" afterward. If interested, FAX me fast. (Dates: May 31, June 1st and 2nd in Chicago.)



A FEW MISC. NOTES

CONGRATULATIONS to IC Member Terry Hunefeld on his first Marketing Boot Camp for real estate agents - 106 paid attendees 1 - I spoke and helped with 'Hot Seats' and enjoyed it immensely. Also Congrats to IC Member Joe Polish: 2 speaking gigs in a week, over \$50,000.00 in combined product sales. Kid's getting good at this. **MY FLA. 1-DAY ADVANCED MAGNETIC MARKETING SEMINAR** is going to be a small group, so if you are attending, bring your "stuff* for on-the-spot critique and your "marketing challenges" for discussion. (Pre-reg is CLOSED. You can still register at the regular IC Member rate.) **GOLD MEMBERS:** your first book of the new year - "Fast Forward: How To Win A Lot More Business In A Lot Less Time" by Michael LeBeouf

was sent to you and should be in your hands by now. I'd call your particular attention to pages 20 - 23, 86 and 95. ENCLOSED WITH THIS ISSUE: an offer for you to acquire 'The Robert Collier Letter Book.' Let me say, here, that if you do not own this all-time classic, you MUST get it. I rank it as one of the 20 most valuable books I have ever owned. I urge you to read the enclosed letter and to take advantage of this special offer I've arranged exclusively for my Inner Circle Members.

AND FINALLY: IN MY NEVER ENDING, DILIGENT SEARCH to always bring you the most fascinating, cutting-edge news, I give you drag queen "Pam Teflon", the cross-dressing Tupperware 'lady', The lovely Pam/Jeff even lip syncs her/his sales pitch to music from "The Little Mermaid." The entire article from the National Enquirer is included here for your enjoyment and enlightenment (Exhibit #6). Every time you think you've seen every imaginable way to make

money, somebody pops up with something new. America, land of infinite opportunity.

WATCH FOR CALL-IN DAYS SCHEDULE IN THE NEXT ISSUE.

Kennedy Inner Circle, Inc.
5818 N. 7th St., #103
Phoenix, AZ 85014
Phone: 602/997-7707
FAX: 602/269-3113
Website address:
<http://www.e-media.com/kennedy>

I demanded the ultimate expert!



I wanted a doctor who
specializes in only the face.

No body sculptor for me. As a registered nurse, I wanted someone who was a super-specialist in non-surgical wrinkle removal. Dr. Kotler limits his practice to cosmetic procedures of the face exclusively. And I liked that.

Dr. Kotler teaches at UCLA and has authored *the* medical textbook on wrinkle removal. That's important to me.

So do your homework. Research carefully. And get all the information you can. The best way to start is to see *About Face*, a FREE 23-minute educational video that tells the stories of six of Dr. Kotler's patients. (I'm one of them!) You'll enjoy seeing our 'Before-and-After's' and hearing how much cosmetic surgery did for all of us.

Dr. Koder changed my whole life! Hurry—call to get your video... Dr. Kotler will also include his *26-point checklist* to use when interviewing any cosmetic surgeon. It lists *all* the smart questions to ask. Call right now. 310-278-8721

Incidentally, this photo was taken when I was 62 years old."

- Carolyn Neff, RN

310.278.8721

Robert Kotler, MD, FACS • 436 North Bedford Drive • Suite 201 • Beverly Hills CA • 90210 • 310.278.8721

Exhibit #2

WARNING

If you have been in a **SERIOUS ACCIDENT**, you are an easy target For big insurance companies and their exhausting tactics. **FREE SPECIAL REPORT** reveals how to protect yourself from being ripped off and how to make them treat you fairly.

CALL TOLL FREE

1.800.951.6771

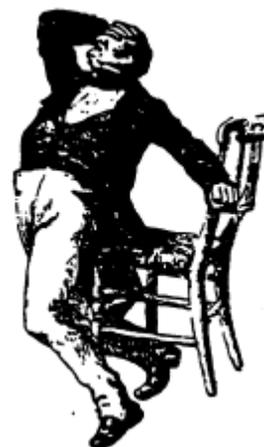
24 hour recorded message

Get the critical information they hope you will never find out and it's totally free!

Check the Consumer Law Page™ <http://consumerlawpage.com>
A public educational service by consumer lawyer Richard Alexander

Exhibit #3

**Why do you need a professional copy editor?
Because YOUR LAST BOOK WAS (almost
certainly) FULL OF COPY-EDITING
ERRORS!**



Why can I say this with certainty? Because the craft of copy-editing is virtually defunct. The appalling decline in our school system has produced graduates who simply do not possess the requisite skills in spelling, usage, punctuation, and so on. Even books produced by big-name mainstream publishers today are riddled with absurd *errors*.

But of course you don't want *your* books to be filled with embarrassing mistakes that turn off readers, reviewers, and, yes, even distributors.

So what can you do about it? There's a simple answer, you can *hire me to copy-edit your books*. That way

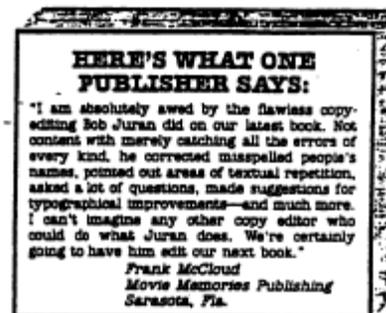
you will get flawless editing of your manuscripts. I will catch every error in spelling, grammar, usage, punctuation, and so on. I will catch redundancies and point out repetitions. I will even catch /actual errors, since I have the kind of rare encyclopedic memory you see on Jeopardy!"



JURAN

Not only that, but it will almost certainly end up costing you less than if you hired some other copy editor. For one thing, I work *taster* than they do. For another, my rates are *very competitive*.

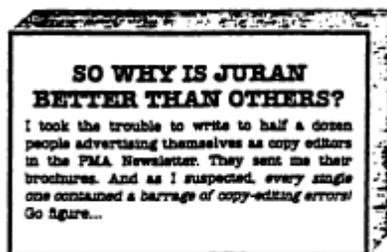
What's my background? I'm now retired after 48 years editing copy for such newspapers as the Los Angeles Times and the New York Daily News. (And doing it under tight deadlines.)



I'm also a kindred soul in the small-press publishing industry, having written and self-published a book, and I'm a former PMA member.

Incidentally, I can also handle *indexing and proofreading*,

Why not try me out *at no cost*? I'll be glad to edit a 10-page (double-spaced) sample of your current manuscript *absolutely free*, to show you the quality of my work. So pick up the phone right now, give me a call, and let's set it up.



You have nothing to lose—except those errors still lurking in that manuscript!

ROBERT A. JURAN
(503) 655-9255
20248 S. MOLALLA AVE. #38
OREGON CITY. OR 97045

The Magic Of Dave Dee



209 Mt. Pond Road • Roswell, GA 30078
Phone (770)996-8082

Exhibit #4

January 15, 1997

Mr. Dan Kennedy
5818 N. 7th St. #130
Phoenix, AZ 85014

Dear Mr. Kennedy,

THAHX TOO! I invested in your Magnetic Marketing Course about 7 months ago and it has literally changed my life.

You promised that the principles would work for any business and you were right. I'm a professional magician. Before I got your course I did approximately 12-20 shows per year. This obviously wasn't enough to make a living. After putting into action what you teach, I now do between 30 and 40 shows per month!

Your course was the best investment I ever made. I just wanted to thank you for helping make my lifelong dream come true.

The product that I want to market is a comprehensive marketing and sales course designed specifically for clowns and magicians. The book and would cover every aspect of making a living in these fields i.e.. advertising, sales, telephone scripts, marketing at you show, etc.

My specific marketing questions are:

1. There are four major trade publications that people in this profession subscribe to. Should I run "lead generation" ads for a free report, then follow up with a 3 step letter campaign and/or buy the subscribers names for a mailing-list? (Many of the people who read these magazines are hobbyists and not full time professionals)
2. People in this industry are used to paying between 19.95 and 35.00 for books. This book would be huge and the information so valuable that I would want to sell it for much more than people are used to. Should, Z break it apart into smaller books and "special reports" and sell them individually? Then if they buy all the books at one time give them additional bonus materials, or should I just try to sell it as one, big course with the additional bonus materials included, like you do with your "Magnetic Marketing" package?
3. As for the back end of the business, would you suggest a newsletter? If so, quarterly, monthly, bi-monthly? Pricing of newsletter?
I'd Appreciate any input you can give me.

Sincerely,

David DiPietro

P.S. Please send me information on your newsletter. I definitely want to subscribe .

Letters

ANOTHER RICHARDS' FEAT

In the same issue (Nov. 16) that Gordon Richards' son Peter provided the correct facts of his father's 12 consecutive winners in 1933 (page 5896). it seems that another record of this remarkable jockey was overlooked. Robert Henwood reported (page 5955) that Pat Eddery "fulfilled a longtime ambition with his 11th British riding title, equaling the record set by Lester Piggott" In fact this record is held by Gordon Richards, who won it no less than 26 times.

For some of us British racing fans with long memories. Gordon Richards is still the most exciting jockey we have known. the amazing feats of Lester Piggott and Frankie Dettori notwithstanding.

(It is interesting that Richards' son Peter should write to *The Blood-Hone*. If I remember rightly, he once led his father in on a brilliant 2-year-old winner called Windy City, trained by none other than Vincent O'Brien, with whom Peter was then attached. I wonder if Peter is still in racing.)*

-Alan Kitchener
Summit, N.J.

BROTHERS' BROTHERS

I read with great interest the article by Edwin Anthony in the Nov. 30 issue of *The Blood-Hone* (page 6240). In addition, the article may have included another

remarkable feat Both Habitat and Northfields were bred and raised by the Nuckols Brothers of Midway, Ky. Both sires also were sold at the Keeneland yearling sale. Habitat went to Mr. Charles Engelhard and North-fields was sold to Woody Stephens for Mr. John Olin.

David L Switzer
Executive Director
Kentucky Thoroughbred Association
Lexington, Ky.

ARTISTIC LICENSE

I read with interest the article "Who Owns the Image" (Dec 14. page 6556) regarding the lawsuits over the licensing of Cigar's image. I have represented the Paulsons on other matters, but have no involvement in these disputes.

However, I do know that their decision to license Cigar was their way of attempting to let Cigar give something to racing. As was noted, all of the licensing profits go to three racing charities: the Grayson-Jockey Club Research Foundation, the Jockeys' Guild Disabled Riders' Fund, and the Don Mac-Beth Memorial Jockey Fund.

But the lawsuits seem to affirm the malapropism that no good deed goes unpunished. Just as the Paulsons were given the joy of owning Cigar, Jenness Cortez and Fred Stone were given the marvelous talent of painting racehorses. The great Thoroughbreds of our time have

which benefits only racing.

It is certain the artists would argue that their freedom of expression is a matter of "principle." But there will be plenty of time for that battle when someone enters a licensing arrangement for personal gain. One would hope that the artists would decide this one from the heart rather than in a courtroom.

Richard W. Craig Attorney
Los Angeles, Calif.

I found the article "Who Owns the Image" fascinating. I own quite a few Standard bred and, at this point, am only beginning to dabble in Thoroughbred ownership, but I view this as a business, not a hobby. And given the absence of tax advantages. presume that most new investment capital attracted by both sports must come for business reasons. I find that the Thoroughbred industry does a better job than the Standardbred industry in attracting new investors, but still, not nearly as good a job as. say.

the real estate or mutual funds industries. is the industry's obligation, and in its best interest, to do everything possible to maximize the return-on-investment opportunities available to its investor.

In this case, racetracks' needs to enter into simulcast contracts and to advertise and promote in their local market areas must be protected, but should be much more specifically defined, so that owners' rights to capitalize on names, likenesses of successful horses, logos, etc. are also protected. For an art publisher to freely profit from the use of an owner's horse, for example, is simply outrageous. Imagine trying to get away with that with products bearing likenesses of Michael Jordan or the Dallas Cowboys!

I have 20-plus years of experience in direct marketing, and I'm constantly surprised at the lack of sophistication in horse racing when it comes to marketing, promotion, property rights, and many other business matters.

Dan S. Kennedy
President, Kennedy Sports Corp.
Phoenix, AZ



The advertisement features a dark background with a silhouette of a horse and jockey. Text on the left reads "PROTECT YOUR ASSETS" and "A.R.M., Inc." Below that, it lists "TONY CECIL, PRESIDENT" and "101 PROSPECTOR PLACE, SUITE 215, LEXINGTON, KY 40501" with phone numbers "606/264-0101" and "FAX 606/264-0201". The main text says: "For more than a decade, Tony Cecil has been insuring some of the finest bloodstock worldwide, including champion racehorses, sires and broodmares. As the breeding stock sales approach, prospective foal insurance should be considered. If you demand the best coverage, cost and service available, then contact A.R.M."

benefit ed these artists, and it may be time that they, too, returned something to racing by recognizing a licensing arrangement



HERE SHE IS: Drag queen Pam Teflon is the life of the Tupperware party.

THIS TUPPERWARE LADY IS A . . . GUY!

She wears a coral chiffon gown with matching lipstick, six-inch heels, false eyelashes, a blonde wig, shovels of make-up and she's the life of the party — the Tupperware party.

She's Pam Teflon, a cross-dressing drag queen who's really Jeff Sumner.

Incredibly, Sumner is one of Tupperware's top saleswomen — or salesmen — and sales are anything but a drag.

"It all started as a joke," said the California bachelor. "But customers buy into Pam Teflon's world. She's hysterical. Besides that, they like my legs."

Sumner, an out-of-work actor, started selling Tupperware as himself two years ago to pay the bills.

But sales were flat. He quickly realized that he needed a hook and his mother jokingly gave him the idea to dress up as a housewife.

Joke or no joke, Sumner did just that — and hit pay dirt.

"I found a big wig, a hideous jeans skirt, an off-the-shoulder blouse that exposed my chest hair — and Pam Teflon was born," said the 32-year-old.

At first he worked Tupperware parties near his home in Hollywood. But word of Pam Teflon soon spread to the suburbs.

Now Pam does four or five parties a week — and the ladies love her. They shell out about \$500 a night on Tupperware.

"Pam cracks jokes and chirps things like, 'This new pizza cutter is ergonomically



HERE HE IS: Jeff Sumner says the idea started as a joke.

designed so you can slice your pizza and speed skate at the same time!" said Sumner. Pam even lip syncs her

sales pitch to music from "The Little Mermaid."

So how does the Tupperware company feel about Sumner dressing up as Pam Teflon?

"He's tops!" declared Lorna Haight Boyd, a Tupperware franchise owner in Los Angeles.

"He does Pam Teflon very tastefully and with no obscenity."

As for sales, Sumner ranks in the top 10 in the company's Pacific region, said Boyd.

"He has good product knowledge, excellent customer satisfaction and works at selling Tupperware like it's a real job," she said.

"Pam Teflon is a new twist, not just a gimmick. Besides that, Jeff loves Tupperware!"

— SUSAN BAKER



NATIONAL ENQUIRER

Dan Kennedy's

NO B.S. MARKETING LETTER

As you know, I speak at all the Peter Lowe International Success Events across the country. I thought you might enjoy seeing a copy of this year's souvenir "yearbook" whether you've had an opportunity to get to one of the events or not. This puppy sells for twenty bucks at the events, by the way. Oh, and there's another reason I've sent this to you, and it has to do with something you'll be receiving in your mailbox very soon.

Last month, I spoke at Dottie Walters' annual symposium for speakers and

SEPTEMBER 1997



usual, I was impressed with the exceptional civility, courtesy, -

wish their country was bigger because I'd definitely spend more time there.

As you know, the UPS strike is over. Here are a few of the ramifications that the union bosses didn't mention to their rank-and-file: (1) The #1 topic of discussion throughout the mail-order industry is the transfer of delivery responsibility from UPS to other vendors - so that the experts believe mailorder industry usage of UPS will decrease by as much as 30% and stay at that diminished level. (2) The first folks to get the

IT'S HERE: MY NEWEST BOOK IS OUT – SEE ENCLOSED COLOR FLYER!

“How to Succeed In Business By Breaking ALL The Rules”

consultants, and we had a terrific group of participants. If you're in the speaking, consulting or information businesses and you missed this, you really missed out on something important. It was well worth the price of admission just to meet the other attendees. Most recently, I spoke in Calgary and Edmonton, and

and ambition of the Canadians I



after-strike layoff axe were former welfare recipients and others from disadvantaged backgrounds hired through UPS' ambitious, much praised welfare-to-work and school-to-work programs. (3) Neither UPS' management or its union signs its employees paychecks - the customer signs the paycheck - and while the strikers ignored the damage and destruction they did to THEIR customers, their customers plotted the ultimate revenge: depriving them of future

revenue. I predict the long-term price paid for very small, short-term gains will be substantial.

Well, here we are in the 9th month of the year. For many of us, only 8, maybe 9 weeks left this year to do business without the interference of the evermore-extended holiday season that clouds peoples' minds. The race is on. With that in mind, I've worked extra hard to put some instantly usable, very practical tips and examples in 4jhis Issue. DSK

A FALL CORNUCOPIA OF MARKETING NEWS N STUFF

DUMB&DUMBER. In the 8/97 Issue of a newsletter called 'The Dental Leader' (which usually is filled with good stuff) a John Christensen urged dentists not to use Val-Pak, ADVO, MoneyMailer, etc. AND not to use Yellow Pages. He said that Yellow Pages is "one of the most cost INefficient media available." This assertion is so patently, demonstrably false the Yellow Pages folks might want to sue him. The truth is opposite his assertion: Yellow Pages advertising is one of the surest, most reliably productive media of all, for all professionals, including dentists. About the coupon companies, he says that they are "extremely price focused and are very crudely and poorly printed." He asks "Do you want your patients to

associate your practice with the local faith healer, transmission shop or psychic?"

Well, for starters, I see MoneyMailer and Val Pak from hundreds of cities and I've never seen a faith healer or psychic in any of them. Second, their printing quality is excellent, often full color. Third, although many of the coupons are pure price oriented, there's no law that says you must use this media for a discount offer -although there's nothing wrong with doing that either. Finally, these co-op coupon mailers have a very high readership, are very inexpensive, and rarely fail to pay their way as an ad media. By the way, this guy is a big advocate of "logos" too. He suggests running a "logo only" ad in the Yellow Pages! Anybody trained in our methods will instantly recognize all this as just plain goofy. It's a darned shame that such foolishness gets published. Typically, by the way, "it is a poor carpenter who blames the tools."

IC MEMBER & PUBLICITY EXPERT PAUL HARTUNIAN SENT ME A "FLYER" from Stephanie Adams, Playmate-Of-The-Month, November 1992 offering everything from autographed photographs to "personal lingerie worn during the Playboy photo shoot". Paul noted that it seems everybody's getting into marketing. One has to marvel

at the thorough and far-reaching nature of Paul's research.

SMARTER & SMARTER: IF YOU CANT BEAT 'EM, MODEL 'EM. The Wall Street Journal reported (8-22-97) that managers from Colonial Williamsburg, Plymouth Plantation, Old Sturbridge Village, Mystic Seaport and other history-oriented tourist "parks" have all snuck off and attended Disney University seminars. Good for them! A really smart entrepreneur sets his ego aside and seeks out the most successful, innovative marketers he can find to learn and borrow from. *Who have you sought out, to steal strategies from lately?*

RETAILERS: BAD CUSTOMER SERVICE UNDERMINES GOOD ADVERTISING.

I ran across this article (Exhibit #1) in the ASD/AMD NEWS and thought it profound. As individual/independent retailers fight for survival and re-invention in the age of the Wal-Marts et al, this article points the way.

SMART&SMARTER. From IC Member Ollie Thomas, owner of the Thomas House Coffee Service in Silver Spring, Maryland: "My 6-1/2 year old granddaughter and I have a backyard vegetable garden. Brooke asked me one day if she could sell some of the tomatoes from the garden. We decided she could set up a stand on our front walk and sell to neighbors. We live on a very

short street and only have about 25 houses on the street. On her own, she decided that a sign would be nice.. After realizing that she would be standing on our street for a long time before enough people would come by, she sprang into action—completely on her own (with no coaching from me; I wasn't home at the time), she made UP 20 fivers by hand and distributed them herself. The fiver was a resounding success. She got a 35% response rate with a 100% close ratio and sold all her tomatoes." She's got more initiative than a lot of adults I know. And she gets Honorary Inner Circle Membership and a \$20.00 Cash Award. Congrats, Brooke.

ADVERTISING
EXAMPLES OF THE
MONTH:

THE ADVERTORIAL

This month I decided to focus on the advertorial: the ad made to look like an article instead of looking like an ad. This approach consistently outperforms regular advertising. And I think many business owners overlook their own opportunities to use this approach. So, some examples:

IC Member Dick Barnett sent me a fantastic advertorial that ran in "The Retired Officer Magazine."¹ (Exhibit #2) This



was written specifically to run in this publication. I think it's a mistake to also run their display ad on the same page, but even noting this mistake, this is a wonderful example of a strong advertorial. In fact, I missed the 'paid ad' notice myself until after I read it; I was grabbed by the headline, started reading what I thought was an article, and was well into it before realized I was being sold. As Dick pointed out, it's a twist of the "WARNING" theme, and it's

pretty innovative for the insurance industry. Kudos.

My next example (Exhibit #3) I found in the Chicago Trib. The article look creates readership. The use of testimonials to deliver the key points of the sales message is perfect. Mistakes: (1) Not matching the body copy type style to the type style used in the newspaper's articles. (2) Not making the ad tall enough to go above the newspaper page fold.

By the way, IC Member Steve Morsa FAXed to ask what impact having the "Paid Advertisement" notice on an editorial style ad has. The truth is that nobody knows, because we never have the opportunity of testing with vs. without in the same publication. However, most publications insist on this, so everybody operates under the same handicap. And the format still works. How much better it might work without the notice, who knows?

In this third example (Exhibit #4), the "Advertisement" slug was certainly overdone, and were I this advertiser, I'd argue for a less damaging disclaimer. However, this is a good example of the advertorial look matched with blatant rather than subtle advertising another, different way to use this format. You'll find that this is very straightforward, sincere copy, a simple message from seller to customer.

THE YELLOW PAGES AD

IC Member Jim Wolverton, a carpet cleaner, and diligent "student" of IC Member Joe Polish continues to amaze me with the terrific advertising he creates for his business. "The Big Guy" has really immersed himself in direct-response, and the results seem to gush out all around him. Most recently, he has developed what may be "The Perfect Yellow Pages Ad". (Exhibit #5). Take a very

careful look at this Ad. Notice:

- A headline that telegraphs a big, bold promise, including the guarantee.

- Right column: a continuation of the guarantee plus a strong sell-against cheap-competition, as a signed, personal note from Jim.

- Left column: "Free Gossip Line." Wow! Tree" is the most powerful word in advertising, but "Gossip" is a very powerful word too. People are fascinated by gossip - just ask the publishers of the tabloids.

- Under "Choose Your Own Package", Jim mimics the cheap-price coupon-look of a lot of his competitors yet avoids getting into stating prices. Very smart. Note the coupon borders - I'd have made those thicker.

- A free offer: the free carpet audit...a device lifted by Joe from my "Al The Plumber" story, by the way.

- A second free recorded message, using the "consumer awareness message" Joe created.

Jim, my hat's off to you.

RESOURCES

HOW WOULD YOU LIKE TO PICK THE BRAIN OF "THE RICHEST INSURANCE AGENT IN AMERICA."? According to industry expert and IC Member Michael Jans, Ken Varga is THE richest insurance agent in America - with 400,000 clients! I've met Ken and visited with him a number

of times and he's as sharp as you'd expect " somebody with 400,000 clients to be. Now he's put -his best stuff into a book; HOW TO GET CUSTOMERS TO CALL, BUY AND BEG FOR MORE. Its 300+ pages are full of practical how-to's and lots of actual examples of ads, direct-mail campaigns, checklists, etc. Ken uses in his own business and used by his 'students' - including a New Jersey deli owner who'd racked up a 32% increase in biz in 6 months with Ken's suggestions. In my opinion, the instructions and examples in Chapters 36 and 37 alone merit the price of the book. Pop for the hefty \$49.97 price: PBG MARKETING INC., 5 Airport Rd., Lakewood, New Jersey 08701, Attn.: Ken Varga. No s/h for IC Members.

THE RISE AND FALL OF MANAGED CARE is a new book by my client, Linda Miles, CSP, CMC, written for the dental profession - but I think important for every health care practitioner to read and consider sharing with patients. To get a copy or info: Linda Miles & Assoc, 4356 Bonney Rd. 32-103, Virginia Beach, Va. 23452. "Managed care" is a threat to the professional and the consumer, and this book lays it on the line for both.

A NUMBER OF MEMBERS HAVE ASKED ABOUT THE SOURCE FOR THE MILLION DOLLAR BILLS I USE. That is Gene Dowdle, and he can be reached at 770/497-9460. Be sure to tell him I sent you.

IF YOU OWN RESTAURANT: you should definitely be tapping into the marketing genius of my friend Rory Fatt. Rory now has "a complete "Restaurant & Foodservice Marketing System" course and monthly newsletter. FAX him @ 604-739-8623.

**ULTIMATE INFORMATION
ENTREPRENEUR
UP-DATE**

7TH & 8TH TV NETWORKS. Bud Paxson created the Home Shopping Network; sold out for 100-million dollars; took 37 mill of it and began buying up UHF stations, which are now valued at 400-million. Bud's "network" now owns more stations than any of the other networks and owns at least one in all of the major cities. Currently, he's running infomercials virtually around the clock, but he has bigger plans; he's offering to lease out time blocks to anybody and everybody, including entertainment companies and movie studios, who, in turn, would sell the commercials in their time blocks. Behind Paxton, there's GRTV: Guthy-Renker's patchwork quilt of

mostly nighttime blocks on stations throughout the U.S. and Canada. Paxton and GRC understand one of the basic business lessons I keep preaching in seminars; he who owns distribution controls everything.

INTERNET STUFF: One of the "trends" occurring with my own web site is a heavy amount of foreign contacts., and (worse) access by government agencies and non-profit organizations. In a typical 10-day period, we got 86 requests for info from colleges and other educational institutions, 60 from government agencies, 17 from non-profits, 64 from Australia, 63 from Canada, 14 Malaysia, 12 Sweden, 9 Russia, 9 Germany, 9 Ireland, 4 India, etc. Some might be thrilled with this but I'm not. The costs and complexities of servicing customers outside of North America tend to outweigh their value.

MY NEW WEB SITE
ADDRESS IS:
WWW.INNER-CIRCLE.COM

**HOW TO MAKE
MILLIONS WITH YOUR
IDEAS UP-DATE**

Here's a new section I've decided to add to the newsletter, intended to be a continuation of my book "How To Make Millions With Your Ideas" actual stories of entrepreneurs using unusual marketing opportunities and

strategies to make fortunes. This one demonstrates the power of talk radio. (Source: Ad Age Magazine 6-30-97)

Clean Shower Paul Porter

Paul Porter had been a utility executive and building contractor, but he never considered marketing consumer goods until he met the inventor of Clean Shower in 1995.

Mr. Porter thought highly enough of Clear Shower, a shower-surface cleaner that requires no scrubbing and has no harsh. fumes, to invest his own money. He also became VP-chief operating officer of Automation, the company that sells Clear Shower, and president of its in-house ad agency, East Pointe Advertising, Jacksonville, Florida.

"I had a budget of about \$1 Million, and I was looking at how to launch a product across the country on such a small budget," says the Harvard MBA.

Mr. Porter's solution - live endorsements by drive-time radio personalities - worked beyond his dreams. He had to develop a staggered ad schedule to keep the product in stock during the first 10 weeks of rollouts in new markets. The key to creating convincing ads was convincing DJs, Mr. Porter says.

"We told them up front that unless you love our product, we don't want you to do the ads, because we believe radio

listeners can hear through that," the executive says.

Only five of the 1,200 radio personalities who tried Clean Shower didn't like it, he claims.

Clean Shower's sales have climbed to about \$1 Million monthly.

Traffic-generated by Clean Shower's radio campaign even helped convince some retailers to lower slotting fees.

With expanded distribution, Clean Shower will get \$3 Million in ad support this year, including national radio on Rush Limbaugh's show and possibly syndicated TV ads on "The Oprah Winfrey Show."

But Mr. Porter is also hoping the drive-time endorsement network he helped create for Clean Shower will become a platform for future new-product launches.

ANNOUNCEMENTS

BECAUSE THE AUGUST ISSUE WAS SO FAT, YOU MIGHT HAVE MISSED THIS:

"I HAVE A MOST UNUSUAL FREE GIFT RESERVED FOR YOU

**-
BIG MONEY"**

The world's largest cent was discontinued in 1968 by the British Empire. This unique coin, known as "the Kings and Queen coin", was in use, in Britain, from the 1800's until 1968. Now it is a rare collectible potentially

increasing in value with each passing year. I have obtained a cache of just 500 of these coins, and I would like to give you one, absolutely free. What must you do to get your coin? It's simple. I'm up-dating all my testimonials, in preparation for publication of a new book comprised of true life success stories, case histories and testimonials from IC Members, clients and students. I'd like you to contribute. What I need from you is a detailed, specific-filled "summary report" from your first contact with me through the present, what you've learned, how - and how much! - you've profited, and so on. And, of course, your permission to publish it. And, if possible, a good photo of you I can use. If just sending copy, you can FAX it to me @ 602/269-3113. If sending .with a photo: 5818 N. 7th Str. #103, Phoenix, Az. 85014. As my thanks, you'll get your very own "World's Largest Cent", and it will be randomly selected, so it might be as old as 1870 (or as recent as 1967). It will be in "good" to "choice" condition. You may want to put this coin away in a safe place or display it in your office - as a constant reminder to "think big." Or give it as a gift, if you have a coin collector in your family. In any case, I only have 500. When they're gone, they're gone, so please take time to respond now, while this is fresh in your mind. (Am I going to succeed

at motivating you to action with just one cent? We'll see. But this is a cent that might be worth many dollars to you!)

WHAT IF I HANDED YOU THE KEYS TO A BRAND NEW LINCOLN-CONTINENTAL TOWN CAR? Watch your mail closely for a special big envelope from me.

CRITIQUES: Yes, in the past few months, I have been-running inordinately long on handling and responding to critiques. Over the past few days, I caught up all the critiques in the house. And I'm going to re-double my efforts to stay within the 3-week turnaround time. Just a note, though: spending your money on Fed Ex, Priority Mail, etc. to send in critiques isn't smart. They still go into that week's stack.

MAILBAG....QUESTIONS & ANSWERS

From IC Member Mark Johns, Austin, Texas: What do I do to become a world famous expert - now?

Earl Nightingale suggested that anybody who would devote a solid hour everyday to the study of one subject would be a world class expert in 3 years or less - and I concur. So the foundational step is to LEGITIMATELY become a world class expert in your chosen field. However,

the basis for recognition of same is self-proclamation. Do all the things a true, top expert would do: write and publish a book, possibly other products... give lectures and seminars....conduct a news release/publicity campaign to appropriate media... maintain an informative website.....write articles for appropriate publications...publish a newsletter. This is similar to what I show speakers about "how to become a famous expert in a." niche market in 120 days - free". (That model is: develop an information product to be sold to the niche market; lead generate advertise in all that niche's publications', featuring you and your guru status and story; use direct-mail to sell the product to the leads generated by the advertising and let that revenue support the ads; so you get your exposure in the ads for free. As an aside, a fast path to publicity and recognition is controversy.

From IC Member Cecilia Mikla, Cruise Lovers, Columbus, Ohio - two very different, interesting questions: one, how do you know when to give up on a "dead" lead? two, does the excitement of closing a sale stop after years?

First, lead value is related to both immediate transaction value and lifetime customer value. An insurance agent can justify greater investment per lead than, say, a Baskins-Robbins ice cream shop owner. You have to use

"value" to determine how much you can and will invest in each lead before judging it dead. Then you use that dollar amount to control the process. Many businesses use both an Intensified-Immediate Sales Sequence, then a Maintenance Sequence; the first might be three letter and three postcards over just 45 to 60 days; the second might be a newsletter every three months for three years.

To your other question, I think people do "burn out" on certain activity over time. Personally, the diversity of what I do helps me avoid that burn-out. And I think the act of making the deal, the negotiation, the closing, is the most interesting of all activity. However, I admit to being less celebratory over achievements than I once was and to tiring quicker than I used to. I'm working on ways to reconfigure my business life as we speak, to preserve those things I enjoy and get rid of some things I don't. If you are asking the question because you are losing enthusiasm for selling what you sell, then I would caution you: you need to find new and different ways to motivate yourself...bigger goals, different clientele, new marketing methods, higher fees, etc.; selling is not something you can do just going through the motions.

From Mike Mucci, Gold Line Talent, Conneaut, Ohio- "Can I meet with you on your next

Cleveland trip? I need a mentor. Will you consider a joint venture?"

Mike, your questions give me a good opportunity to sort of re-state and clarify a few "office policies." But before I do, let me say that I have a client who might be a very good match for you and I've sent your entire questionnaire and a note on to him. Maybe something will develop.

Now, to those business policies. First, if I met with everybody who asked just for conversation, I'd need six lifetimes. So I simply do not do free meetings, period. My time is sold for consulting purposes, beginning with a day, then, sometimes, by the hour. I occasionally make an exception to the day requirement and book a lunch, but at my hourly rate. Second, most people can use and should have mentors of at least master-mind associates. I have a few continuing clients with whom I have what you might call a mentoring or personal coaching relationship, but it's expensive. I try to be as much of a mentor as I can through this newsletter, the Gold Membership, call-in days, our seminars and our products.

Finally, I so rarely engage in joint ventures it's not even worth discussing. virtually all my relationships are consulting, involving fees plus royalties tied to results. Due to the difficulty of reaching me

by phone, the best thing to do, if you are interested in discussing consulting, is to FAX some details to me @ 602/269-3113.

My new book's in the bookstores , so I've begun the task of publicizing it any way I can. I just did an interview on Business Radio Network. In the coming weeks, I'll wind up doing a bunch of radio interviews . But print works better for business books, so I'll also be bugging my magazine and newsletter contacts, to get reviews. If you control a media, any media, I'd appreciate you giving it a plug too. By the way, I think you'll agree: it is my best book yet.

I thought I'd close by telling you of an instructive success story, complete with exact numbers. James Thomas, the Director of International Sales for Telemobile, Inc., sent me a complete report on his direct-mail campaign to obtain new

dealers in Mexico. They sent a series of four direct-mail packages, the least complex of which cost 46 cents, the most complex \$2.06 to print and mail. In total, it cost them \$1,478.00 to pursue 300 prospects. Their total return (so far): \$42,900.00. This is the kind of a multiple you can achieve with a well thought out, complete campaign. THIS STUFF WORKS!

DSK

SCHEDULE HIGHLIGHTS

October 14 - Speaking at Success '97 in Denver with Zig Ziglar

Attention Chiropractors & Dentists: October 3 & 4 and October 17 & 18. I'll be speaking at Greg Stanley's Boot Camps in Phoenix. These are extraordinarily valuable programs. Call Greg's Office for info at 602/934-2108.

October 21 - Speaking at Success '97-in Indianapolis with Zig Ziglar

October 28 - Speaking at Success '97 in Detroit with Zig Ziglar.

November 4 - Speaking at Success'97 in Louisville with Zig Ziglar.

November 11 - Speaking at Success '97 in Des Moines with Zig -Ziglar.

November 13 - Speaking at Success '97 in Albuquerque with Zig Ziglar.

December 2 - Speaking at Success '97 in Jacksonville, FL with Zig Ziglar.

REMEMBER....

Watch your mail for a special big envelope from me coming your way soon!!!

Kennedy Inner Circle. Inc.
5818 N. 7th St.. #103
Phoenix. AZ 85014
Phone: 602/997-7707
FAX: 602/269-3113
Website address:
<http://www.e-media.com/kennedy>

Marek on Marketing

By Annemarie Marek



Why Can't We Make \$2.50 Decisions?

The other day, I stopped by a national chain store to leave two rolls of film for processing. I had two coupons. One offered a discount off the price: the other, a free duplicate set of prints. Neither coupon indicated that they had to be used exclusively. So, when I presented both coupons at the counter, I verified that the store would honor both. The young man who assisted me said, "yes," and I left. It was a Saturday. On the following Monday, I returned to pick up my prints. However, this time a young woman pulled my order and totaled my bill. It came to \$18. "That's wrong," I said, because it doesn't include the discount.*"

The young woman looked at the ticket and said she could either give me the extra set of prints free or the discount, but not both. I told her that the fellow who assisted me on Saturday said the store would honor both, and that nowhere on either coupon was there a restriction from using both. "No way," insisted the young woman. "It's either one or the other. Not both," she said emphatically.

On principle, I refused to give in. "Another associate of yours said he would honor both, so let's get him and resolve this situation," I said.

The young woman said that her associate did not come in on Mondays. Then, let's call him at home." I suggested. She looked at me as if I had said something unconstitutional. "He's never at home on Mondays. He travels," she said.

I asked to talk with the manager. The young woman stated that she was the "senior-ranking person in the store" at the moment. Then, surely," I said, "you can make a \$210 decision (which was the amount of the additional discount) to keep a customer happy?" The young woman declined and told me to come back to the store tomorrow to talk with the fellow who originally helped me. And so it goes...

In retailing, perhaps more than in any other enterprise, the failure of companies to address human needs and concerns is most evident. It is evident in how customers are treated. It is

evident in the lack of follow-up after the sale. It is evident in high staff turnover and increased costs of doing business. It is evident in declining sales figures, too. And it is blatantly evident when the front-line "senior-ranking person" tells me to come back tomorrow because she or he can't make a \$2.50 decision or honor another associate's promise to the customer. So the retail cycle perpetuates its downward spiral, driving demand for coupons, discounts, specials and frequent customer programs.

Where are the stores that don't have "an attitude?" Visit the neighborhoods where mom-and-pop establishments pull thrive. These retailers work hard to get to know their clientele. The loyalty of their customer base and the repeat business they garner proves that customer-focused sales and service make an impact. In my neighborhood, for example, I've used the same dry cleaning service for the past five years, despite the deluge of dry cleaning coupons from competitors in my mailbox. The couple who run the store offers good service and good value. They are prompt and friendly, and, when my order is ready, they cheerfully call to let me know.

My neighborhood jeweler is a gentleman in his late sixties. He knows more about the history of watchmaking and jewelry design than anyone I've ever met because he has a passion for his craft. He also readily snares his knowledge with any customer who walks through his doors. He's always thinking of the small things, too, like replacement batteries for your watch. In fact, if you purchase a nice piece of jewelry from him, he'll offer to replace your watch battery—free—if you need a raw one. Or, he'll clean the jewelry you're wearing to bring back its luster. These are simple, inexpensive gestures, but they help build strong customer relationships.

A neighborhood restaurant, known for its intimate indoor/outdoor setting and fine cuisine, understands the importance of customer communication. On my first visit, the host who greeted me politely invited me to All out their "guest register," which

(Continued on page 128)

EXHIBIT #1 - Continued

Marek on Marketing

(Continued from page 126)

included a few personal items like birthday and anniversary dates. Following that first visit, every month. I have received a simple postcard offering a special treat for me to return. Last month, the postcard said "Happy Birthday! Bring in this card for dessert and champagne anytime this month." What a treat!

Granted, these local retailers know the hard way of making a living, having been edged out by the large department store chains, deep discounters, and the franchises that now populate the urban life. Yet the fact remains that American business, large or small, must rekindle the "human touch" to continue to develop customer relationships for life.

While price wars abound, I am convinced that the reason for the advent and mass marketing of "Frequent Anything" programs is to cover up the sorry job we do of building long-term relationships with our customers the "old fashioned way." Time after time, when I go shopping I find:

CASE LOT SPECIALS		
Jean Length KNIT SHORTS \$24.00 / doz. Lots of colors	T-SHIRTS S, M, L, XL - Colors \$19.95 / doz. 100% cotton	
BABY DOLL TOPS \$24.00 / doz. 12 dz per case	Big - Big - Big TEXAS SMALL T Approx. 4x - 5x \$39.00 / doz.	
TANK TOPS Assorted Colors \$16.95 / doz. 16 dz per case	Youth T-SHIRTS Assorted Colors \$13.95 / doz.	
48" Long T-Shirt Dress One Size, Full Cut \$48.00 / doz.	Southern Sales 8043 E. Brainerd Rd. Chattanooga, TN 37421 1-800-872-1037 	Texas Large T-Shirts Approx. 7x - 8x \$60.00 / doz.

1. Uninformed Associates: Employees do not know the stories behind their products. There is no depth of knowledge about the merchandise or the company, nor is there enthusiasm for (he products they sell.

2. Immobilized Associates: We have told employees what they can't do, but not what they have the freedom to do. We have given them policies and procedures that so restrict their ability to think and act, it is a wonder they know how to breathe.

3. Impatient Associates: We have forgotten the retail marketer's unofficial maxim. "The customer is always right." The message has disappeared from showrooms to stockrooms, from bulletin boards to check-out lanes. Yes, there are always those customers who take advantage of the situation, but, for the most part, people appreciate a responsive store clerk who can quickly resolve a problem or question without "asking their manager."

4. Illiterate Associates: Here, I'm talking about language and mathematics. Like it or not, our language and math skills have deteriorated so rapidly and pervasively that incompetence in both areas can undermine our profitability and productivity.

These characteristics of our workforce today are the result of years of neglect of the human side of doing business.

Why can't we make \$2.50 decisions? Because we treat the front-line as a necessary but unimportant ingredient to our business success. We put associates on the front-line who are impatient, immobilized, uninformed, and illiterate. We teach them all the rules but not how to break them—and act responsibly, as if they were capable of making any kind of simple business decision. We never run them through "Customer 101 Obstacle Courses" to challenge their thinking—and store policies. Nor do we give them the freedom to assert themselves in a positive way for the customers they serve.

Hopefully, the next generation of retailers will learn to walk the floor more, answer the phones more, get out and talk more with the customer. When companies spend thousands of dollars each year offering giveaways to "drive traffic to our stores," isn't it ironic that the greatest freebie is good, honest conscientious customer communication and service—and, ultimately, the best way to ensure that customers keep coming back? And the greatest asset—a friendly, well-trained employee who understands the difference between a \$2.50 decision and losing \$18 in repeat business?

WHO CAN WE TRUST?

A common thread runs through many of the "letters to the editor" and articles written for The Retired Officer, Navy Times and other publications read by the military retiree community. It's a very real concern about the value of the products and services that we pay for.

We wonder who to trust.

The Retired Officer Magazine published a letter in its May 1997 edition, from a widow responding to an article on the subject of long-term care insurance. She wrote about her situation, in which an insurer who received premiums of \$12,180 for long-term care coverage refused to pay her late husband's nursing home costs of \$1,086 because he died ten days following his admission, and his policy had a twenty day "elimination period."

Legal? Yes.

Should you have to accept this kind of treatment? Perhaps not.

It might be hard to believe, but you may be eligible to apply for a life insurance plan that may also be used as long-term care coverage and as a tax-deferred investment vehicle. This plan has a ten-

year history of net earnings greater than most money market accounts. These features are included with no additional costs beyond the life insurance premium — no riders are involved.

While this offer might sound too good to be true, it's not. It's called Permanent Plus.

Permanent Plus is a life insurance plan offered by a 118-year-old, nonprofit, tax-exempt organization with over a billion dollars in assets, owned entirely by its more than 87,000 members.

Navy Mutual Aid Association. NMAA has maintained the same mission since its founding in 1879, to aid "its members, their dependents or beneficiaries by providing with certainty and promptness a substantial sum for their relief in the most equitable manner and at as near that actual net cost as possible through the medium of benefit plans, and by aiding them in securing without cost the benefits to which they may be legally entitled"

You are eligible for membership if you are an active duty, retired or reserve member of the uniformed Navy, Marine Corps, Coast Guard, Public Health Service

or NOAA. And once you're established as a member, you're a member for life,

Become a member by applying and qualifying for any amount of available NMAA life insurance coverage, term or permanent, on your life or on your spouse's life. You are not responsible for any dues or assessments beyond the premiums for your life insurance, and there are no additional charges for special survivor assistance and other services provided by the Association.

As an association, NMAA has no sales staff, pays no commissions and will never disturb you at home to try to sell you anything — nor give your name to others who might.

If you would like to learn more about Navy Mutual Aid Association and its benefits, call 1-800-628-6011 (collect (703) 614-1638 from OUTUS) or e-mail tropolus@navy-mutual.org. You may find NMAA on the Web at www.navymutual.org.

EXHIBIT #3

Brides-to-be say "I Do" to The Registry Shop

Chicagoland couples praise service and prices at this new specialty chain

First the ring, then The Registry Shop. That's the sequence of events for an increasing number of newly engaged couples in the Chicagoland area. In previous years those couples would have registered at department stores like Marshall Fields or Crate & Barrel.

So what's the attraction of The Registry Shops? "Ours is the only specialty retail chain specifically devoted to brides, their families and friends 'explains company founder Stephen Werther. He adds: "We have thousands of satisfied customers. Keeping them satisfied is our absolute top priority."

One satisfied customer is Michelle Povar who plans to marry on August 30. Says Povar "I think the selection, prices and service are absolutely the best.. Every time I walk in here I feel like I'm their favorite client It's wonderful!" "Couples are never just a number at The Registry Shop." explains Julie Kim, assistant manager of the Old Orchard store. "We work closely with our couples from the day they register until their wedding and beyond. It's not unusual to become personal friends!"

"Brides aren't the only ones who love the service at The Registry Shops, said Kim*, who previously worked at Marshall Fields. "Many of the managers and gift consultants at The Registry Shops left jobs at major department stores to come here. We wanted to provide this extra degree of customer service."

**One-stop
bridal
shopping**

The Registry Shops carry all the top name brands including Baccarat, Calphalon, Christian Dior, Cuisinart, Mikasa, Royal Doulton, Waterford and many, many more. You'll find extensive displays of:

- ◆ Fine China ◆ Crystal
- ◆ Casual Dinnerware
- ◆ Bed & Bath ◆ Flatware
- ◆ Cookware ◆ Cutlery
- ◆ Small Appliances ◆ Giftware
- ◆ Invitations ◆ Table Linens

The Registry Shop co-founder Hank Retnhart explains the advantages of the bridal specialty store concept "We carry a large selection like department stores, but display it all on one floor, so it's much easier to find everything." He continues: "Couples also appreciate the fact that at The Registry Shop, your personal consultant has the expertise to help you with every selection, not just in one department. The same consultant can help you set your table, add style to your bedroom and complete your bath — a welcome change from department stores." In addition to expertise, The Registry Shop consultants have unique programs to offer bridal couples.

The Bride's Choice program

With the Bride's Choice program, couples determine where, and when, gifts should be sent. If they're moving after the wedding, The Registry Shop notifies the couple of each gift purchased, then holds gifts until the couple is ready for them. This program also eliminates time-consuming trips to return duplicate gifts. The couple reviews all gifts and makes any desired



Bridal consultant Rosetta helps Theresa & Jim "set their table" "exchanges" before the gifts are ever shipped. Ask any bride and she'll tell you this is a big convenience!

Rewarding experiences

Another popular program is Registry Rewards. Bridal couples are awarded gift certificates based upon the dollars spent by their guests. After the wedding, the Bride's Completion Program makes it easy for couples to purchase desired items they did not receive as gifts with discount plus free financing for up to a year.

Brides couldn't be happier

Does it really matter where you register? It does if you ask Veronica Bruch, who just couldn't stop talking about the prices: "These prices beat Marshall Fields and many discount mail-order catalogs?" It also matters to Robin Permutt-Winer and her new husband, Todd. "We went to Crate and Barrel and to The Registry Shop. This was better by far!" says Todd. Robin adds: "Our consultant was incredible. She went far above and beyond the call of duty. We definitely recommend The Registry Shop."

*For more information call The Registry Shop toll-free at: 1-800-980-5999
or visit the location nearest you.*

ATTENTION: RJ. home owners...

**"If You're Thinking Of Replacing Your Old Furnace, Til
Install a New Gas Furnace 100% At-My-Risk And It Will
Slash Your Heating Bills By At Least 27% or...
You Don't Owe Me A Dime!**

NOTICE: You most call now and schedule your FREE installation estimate. This offer expires in 9 Days.

by Josh Driver-

Did you know it doesn't have to be a scary; frustrating and expensive experience when it's time to replace your old furnace?

I've come to the conclusion that too many people wait until the worst moment to replace their old furnace and end up getting...

An inferior furnace at a premium price

But you don't have to. I've put together a special Furnace Value Package that allows you to get an exceptional furnace at a Value Price.

Here's what-I mean.

Most furnace manufacturers have what I call a "celebrity" line. These are furnaces where they add some "gizmos" to promote heavily and pack in a high profit margin.

They also make stripped down models they can sell real cheap to the low-price builder market

Now listen. This is important. Several of these manufacturers also make what I call "value furnace" models. These are great furnaces that have the features you probably want when it's time to replace your old one. In

fact they are usually only a few points less efficient than the "celebrity" models, and can have fewer service problems. But they don't have the big, extra price tacked on.

Anyway, every year I investigate the top manufacturers to discover the *hidden gems* that give you the best value for your dollar, and I just came across some doozies.

Now I can offer you... A great furnace at a fair Price

These furnaces are so good I'm going to do something I've never done before (*and none of my competitors would even dare to do*). I'm giving you a...

100% No-Risk

You Can't LOSE

Gas BILL Guarantee"

It works like this. If your furnace is 10 years old or older, I will install a new "value furnace." Then we will compare your heating bills to your old furnace, your exact usage and official government weather data.

If the new furnace doesn't save you at least 27% to heat your home compared to your old furnace, I will refund 100% of your purchase price, remove the furnace, and give you a \$250 value bonus just for giving me

the chance to prove to you how good these special furnaces are.

As you can see, I'm taking a big risk. If your furnace doesn't save you 27%, I will lose all the money it cost me to install (and take it out) plus I have a used furnace and a huge loss.

If I didn't believe in these furnaces, I wouldn't put my 10-year reputation on me line. - One more thing.. I have a limited number of these special furnaces available right now at the price I negotiated with the factory. So I am only extending this offer for the next 9 days.

If you're interested in replacing your old furnace before it breaks down on the coldest day, when other people are desperate to get a furnace at any price, just to get their heat back on...

Call me at 331-8683 now and ask for the "Value Furnace Special"

**DRIVER'S
PLUMBING
331-8685**

You Get the Most Thorough Cleaning Ever or it's *Free*

Free Gossip Line

Ever Wonder What You Really Get When You Call 'Incredibly' Low Priced Cleaners?

Listen first hand to the actual recorded voices of real clients

These are not paid actors, just real neighborly people who want to tell you about their incredible experiences with carpet cleaners. Call and listen.

Free 24 Hour Recorded Message
1-800-



Jim Wolverton, King of Clean

My Personal Guarantee to You

If all you want is a cheap, brush the dirt off the surface cleaning, please call someone else.

My method will give you the most thorough cleaning ever. The dirty traffic lanes will be gone. No spots will come back.

You will feel my cleaning is the most thorough you have ever seen or I will clean it again free. If you are still not pleased, for any reason, I will refund your payment--

X Jim Wolverton

Choose Your Own Carpet Cleaning Package

Maintenance Package
Light Cleaning for In Between Deep Clean
Ready to use in 2 Hrs
✓4 Step Dry Process
✓You move furniture
✓You vacuum
Lowest Priced

Value Package
Most Thorough Cleaning
Ever-- Guaranteed
✓4 Step Steam Process
✓You move furniture
✓You vacuum
Value Priced

Gold Service Package
Most Thorough Cleaning
Ever--Guaranteed
✓7 Step Steam Process
✓We Move Furniture
✓We Prevacuum
Full Service Price

Free Carpet Audit

A carpet audit is much more than a price quote. I tell you exactly what we can do to improve your carpet, make it healthier, and last longer.
Call and say,

"I Want A Free Carpet Audit"

or \$00-
Like New Cleaning

"How To Choose A Carpet Cleaner"

By the King of Clean

Don't Call Any Carpet Cleaning Company Until You Listen To this FREE Recorded Message!

**Learn: 6- Costly Misconceptions About Carpet Cleaning
4- Steps To Choosing The Right Professional For You
8-Questions To Ask Before Letting Any Cleaner Into Your Home**

**24 Hour Free Recorded Message
OR 1-800-**

EMERGENCY Water Damage

4 Immediate Steps Prevent Injury & Loss

1. **Prevent Electrocution!** Shut off power to flooded areas. We'll walk you through
2. **Stop the Water!** We will help you find and stop the source of the flood
3. **Call for Help Now!** Every moment you wait to call us, the damage spreads
4. **Protect Furnishings!** While we are on the way, get them out of the water

24 Hour Fast Response

"Knowing Dan Kennedy is knowing that he practices every point and idea he shares. The results are outstanding for those who listen and act."

-Herb True, Ph.D., Professor of Management, College of Business Adm., University of Notre Dame

"Scores of new and fresh approaches to achieving success in an ever-changing world."

-Nido Qubein, Past President, National Speakers Association

HOW TO SUCCEED IN BY BREAKING

A PLAN FOR
ENTREPRENEURS

FOREWORD BY **SCOTT DEGARMO**,
EDITOR IN CHIEF OF **ENTREPRENEUR** MAGAZINE

"Read this book and benefit from Dan Kennedy's unorthodox thinking!"

-Joseph Mancuso, Founder,

The Center for Entrepreneurial Management, Inc.

IT'S FINALLY HERE - NEW - DAN'S MOST DARING AND PROVOCATIVE BOOK EVER

Even though Dan frequently speaks with some of America's, most popular "motivational speakers", in this book he bites that hand that feeds him and "de-bunks" many of the most repeated, most devoutly believed ideas about success. He says: "Forget everything you've ever been told about positive thinking, pleasing personality, education, credentials, creativity, persistence, quality and excellence. Let's start over..." Dan busts 21 myths about success wide open - and doing so, he may just hit on one that's been getting in your way reveal a totally new and different perspective of enormous importance to you. Scott DeGarmo, Editor, SUCCESS MAGAZINE says "Dan Kennedy has broken the rules in terms of how much value an author can deliver."

This book is FUN - because it's fun to learn inside stories of colorful characters who've broke rules left and right - including, in this book, people you already know like Donald Trump, Richard Branson, Dave Thomas, Mark McCormack, Gerry Spence, Rush Limbaugh, Larry King, Herb Kelleher, Lee Iacocca and Jimmy Johnson, as well' as a number of incredibly successful entrepreneurs who aren't 'household names' but do have "secrets" worth learning. This book is EXCITING - because it stimulates you to look at your business and your own capabilities differently. You'll be challenged with every story, inspired by every person you meet, and you *will* uncover "gems" you-can put to use in your own life." If you've been benefiting from Dan's advice on "marketing" and have been curious about his personal success philosophy, here it is - and a lot more. And this book makes an outstanding gift! Here's how to get the book:

AVAILABLE AT YOUR LOCAL BOOKSTORE (ISBN#0-525-94198-3). Published By Penguin. \$22.95, Hardcover. (Purchase yours at a bookstore, send or FAX * proof-of-purchase and we'll send you a \$5.00 Rebate coupon good toward any future purchase from Dan Kennedy/Empire Communications Corp.). Or ORDER VIA PHONE, 1-800-223-7180 (10-4 EST, M-F) OR FAX THIS FORM TO 602/269-3113. (\$22.95 plus \$2.50 s/h)

Name _____ Phone _____
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PAYMENT BY: Check - Payable To Empire Communications Corp.,
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Empire Communications Corporation 5818 N. 7th Str.#103,
Phoenix, Az. 85014

Dan Kennedy's
**MAKE
MONEY
MONEY**

1997 CATALOG

- SALES AND MARKETING
- ENTREPRENEURSHIP
- INFORMATION PUBLISHING
- AND MARKETING

Books

Audio
Cassettes

Courses
Tool Kits

Newsletters

**1998
NEW
PRODUCTS**
AND
**SPECIAL OFFERS
INSERT
ENCLOSED**



Welcome to the 1997 CATALOG. Between these pages, you will find PROVEN resources and tools enthusiastically praised by thousands of entrepreneurs and salespeople throughout the U.S., Canada, England, New Zealand, Australia, South Africa, Japan, Malaysia....all directed at one and only one simple task: to increase your income, profits and wealth. Although many consider such a purpose politically incorrect, I make no apologies whatsoever for directing all of my energies to helping you MAKE MORE MONEY!



This Catalog is divided into "Success Traks." If you are a SALES PROFESSIONAL in any field, a SMALL BUSINESS OWNER, or EXECUTIVE charged with the marketing for any kind of business, or a SELF-EMPLOYED PROFESSIONAL (doctor, accountant, etc.) desirous of new patients/ clients, then TRAK #1: SALES & MARKETING STRATEGIES is for you.

If you are an INVENTOR, ENTREPRENEUR or EXECUTIVE with new ideas for products, services and businesses that you want to move from your legal pad to reality, then TRAK #2: ENTREPRENEURIAL STRATEGIES is for you.

If you are, like me, involved in or interested in THE INFORMATION BUSINESS: writing publishing, packaging and marketing information products; speaking; giving seminars; consulting and direct marketing, then TRAK #3: INFO-PRENEURING is for you.

You'll also find a selection of all my books in THE SUCCESS BOOKSTORE.

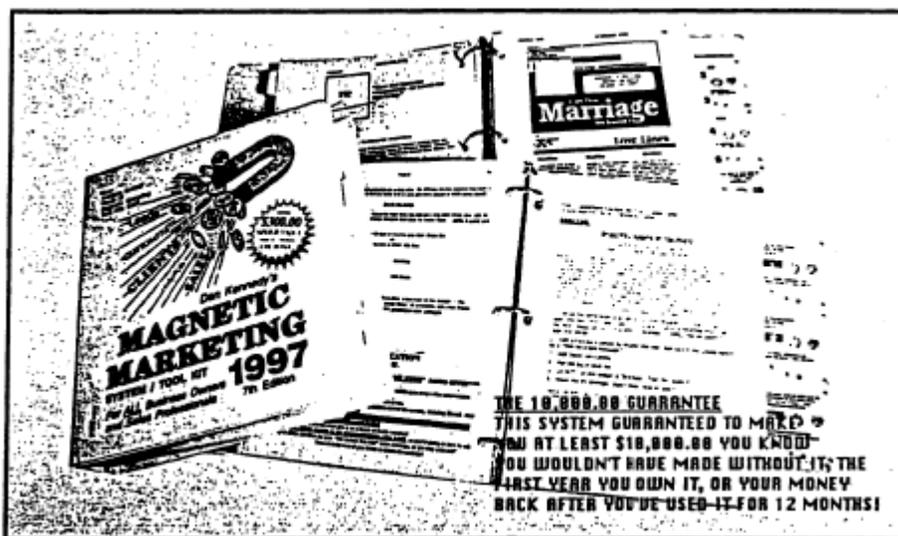
Thank you for your interest in our products.

DAN S. KENNEDY

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SUCCESS TRACK #1:

SALES & MARKETING STRATEGIES



TRACK #1: SALES & MARKETING STRATEGIES

- | | | |
|-----------|--|----------|
| T1-A-1-97 | (1) MIDAS TOUCH MARKETING
4 Audio Cassettes summarize the information originally featured in Dan Kennedy's full-day seminars on successful marketing strategies for any business. Entrepreneur Magazine said that Dan "has at least 101 moneymaking strategies for any business." Here they are! | \$69.00 |
| T1-A-2-97 | (2) MIDAS TOUCH <u>DIRECT</u> MARKETING
4 Audio Cassettes present the key concepts, principles and strategies that Dan moves from the world of 'direct marketing' to supercharge any business or sales career. | \$69.00 |
| T1-A-3-97 | (3) MIDAS TOUCH SELLING
19 Secrets of Exceptional Results Selling. Dan's very different approach pre-empt's objections, eliminates price resistance, creates consultative positioning, utilizes 'Takeaway Selling', more. | \$69.00 |
| T1-A-4-97 | THE COMPLETE MIDAS TOUCH LIBRARY - All 3 of the above Programs
A savings from their individual prices of \$69.00 x 3 = \$207.00 (You save \$68.00) | \$139.00 |
| T1 -B-97 | (4) THE MAGNETIC MARKETING SYSTEM TOOL KIT, 1997 Edition.
6 Audio Cassettes include Fast Start Tape. Over 350 pages of copyright-free, ready-to-use marketing tools, ads, letters, coupons, etc., actual examples and models, over 102 Exhibits of successful tools sent in by Kit users with their results. 90% of all businesses and sales careers match up with one or more of the Model Categories in the Kit. Plus valuable Critique and Marketing Challenge Consultation Coupons worth over \$1,000.00. Plus: Bonus Moneymaking Reports. FOR ADDITIONAL INFORMATION, REFER TO PAGE 3. | \$399.00 |
| T1-C-97 | (5) THE COPYWRITING CLINIC
97 Specific "tricks of the trade" to boost power of ads, sales letters, brochures, etc. 6 Audio Tapes recorded "live" at the Clinic. Example-Book perfectly tracks the tapes. | \$129.00 |

- | | |
|---------|---|
| T1-D-97 | <p>(6) THE ULTIMATE SALES LETTER BOOK \$10.95
 192 Pages. The 28 Step System Dan uses to craft powerful sales and letter sequences for his private consulting clients (at fees from \$9,200.00 to \$18,400.00 or more.)</p> |
| T1-E-97 | <p>(7) THE ULTIMATE MARKETING PLAN BOOK \$10.95
 188 Pages. Follow this guide to create your own A-to-Z, start to success, Marketing Plan. Companies as diverse as Ski-Doo to Sun Securities have bought quantities of this book to distribute to their franchisees/dealers and salespeople.</p> |
| T1-F-97 | <p>(8) THE NO BS SALES SUCCESS BOOK \$8.95
 The Ultimate No Holds Barred, Kick Butt, Take No Prisoners & Make Tons Of Money SALES Success Book. 120 Pages. Features topics like "Positioning, Not Prospecting"The Positive Power Of Negative Preparation""Takeaway Selling." Featured in SUCCESS MAGAZINE.</p> |

SUCCESS TRAK #1: SALES & MARKETING STRATEGIES

"I Hate Wasting Hard-Earned Money
On Advertising Guesswork."

"I Hate Wasting Time On Cold
Prospecting Grunt Work."
And I Don't Blame You!

"If you keep doing the things you've been
doing, you can only expect to get what
you've always got."

What Is 'Magnetic Marketing', Anyway?

'MAGNETIC MARKETING' is my original, coined term for a powerful, very different replacement for old-fashioned prospecting, rejection and burn-out in selling; replacement for immeasurable, unaccountable, wasteful, costly and frustrating advertising for businesses. Magnetic Marketing dramatically changes the "positioning" the entire relationship between your new customer/client/patient and you. It is all about automatic pilot, systemized, efficient and affordable ATTRACTION of people ready and able to buy your particular products and services.

It utilizes many different media and methods, notably including 'lead generation advertising' and 'multi-step letter sequences'. Such terms may be foreign to you now, but you can quickly learn to use these methods for your business and quite literally REVOLUTIONIZE the ways you get new business AND the ways you satisfy, retain and stimulate repeat and additional business from past customers/clients.

MAGNETIC MARKETING is the ultimate productivity improvement tool, because it drastically reduces the time you spend trying to get to the point of making a sale and dealing with a Grade "A" customer.

MAGNETIC MARKETING is the ultimate attitude enhancement tool because it virtually wipes out rejection, trial-and-error experimentation, wasted effort, and burn-out. (Oh, by the way, motivation without foundation leads only to frustration. Magnetic Marketing provides that solid foundation to build on; a foundation of predictability and reliability and consistency.)

MAGNETIC MARKETING is the ultimate profit/income improvement tool, because it reduces advertising or prospecting costs and time, speeds up sales, and, quite simply, guarantees you will make more money without working more hours or investing more capital.

How You Can Very Quickly Master
Magnetic Marketing — And Implement It
In Your Business Or Sales Career:
THE MAGNETIC MARKETING KIT, 1997

This is THE MOST VALUABLE PRODUCT: AN ACTUAL "TOOL KIT" that I have ever assembled...the all-time best thing I've done in 19 years! This Kit features NO-BRAINER, paint-by-numbers, ready-to-use, pre-fab, instant action Marketing SYSTEMS for YOUR business or sales career!

Go Ahead, STEAL My Marketing
Systems And Sales Letters!

Here's what I've done: for starters, I've taken 6 different business categories plus several additional sales-careers, treated each one as a paying client, and strategized, written and developed complete Marketing Systems for each one...prospecting/new customer attraction letters, sales letters, postcards, Yellow Pages ads, Val-Pak Coupons, trade journal ads, promotions, everything each one needs. And most of these 'Marketing Documents' are marked Copyright-Free; yours to "steal" - use as you wish.

\$9,200.00+ Of Consulting And
Copywriting For Your Business -
But At A "Minimum Wage" Priced!

If you hired me to develop just one of these Systems for one business, from scratch, you'd pay \$9,200.00 to \$18,400.00 plus usage royalties! And I have plenty of clients standing in line, having me do just that. But the truth is that most small businesses, many other companies, and most salespeople can "do it yourself", with just this Kit to help you. Even if you think you can't write a grocery list, let alone sales letters, this Kit will take you by the hand and do it with you.

One of the "models" will be closest to your business - so close you'll be able to use it almost as-is. You'll also take and use pieces from the others.

There's one for a Retail business; one for a To-Consumers Service business; one for a Restaurant; one for a Professional Practice; one for an Industrial business; one for a Business-To-Business Service business...plus other Sales Careers...and that's only the half of it! I've also included over 102 different Exhibits featuring actual, proven successful ads, letters and promotions, many from people who've used this Kit...PLUS clear instructions for Strategies and Systems like these:

● How To Create A Cash Flow Surge, Fast (For example, one store owner: \$56,000.00 in 15 days) ● How To Eliminate Cold-Call Prospecting Grunt Work From Any Sales Career - Forever! ● How To Cut Waste Out Of Any Business' Advertising: ● Quick Steps To Increase Power Of Advertising That's Already Working ● The Peace-Of-Mind Secret Of Your Own Predictable, Reliable Marketing System ● Target Marketing (Farming) - & Target Market Dominance For \$1.50 Per Prospect ● How To Get 10% to 30% Response From Direct-Mail

I've also added 8 Audio Cassettes; the first is a "walk through, talk through" of all the tools and exhibits in the Kit, front to back, over 350 pages. The last tape is a "fast action, fast start tape" zeroing in on the two most universal, powerful Marketing Systems that I use and teach. The four tapes in between are a 'crash course' in applying "Magnetic Marketing" to any business or sales career.

There are also THREE bonus Reports:

1. How To (At Least) Double The Results From Yellow Pages Advertising/Everything Your Yellow Pages Reps Can't Or Won't Tell You....little-known, carefully guarded secrets for super-productive ads
2. How To Use The Postal Service As Your Team Of Prospecting Workers & Marketing Messengers: Turning Mailing Lists Into Money
3. How To Print As Much Money As You Want — Legally: How You Can Create Specialized Reports That Will Cause An Avalanche Of New Customers/The Secret Of The 'Lead Generation Magnet'

A "RE-INVENTED"
Business In A Box!

Everything combined - there's a whole lot more here than the usual tapes and workbook...this really is a TOOL KIT - with my guidance, you'll pick and choose just the right tool for your marketing need. It's like getting me on-hand as your helper...and like getting a whole Marketing Department in a box! There's even a long-distance, by-mail consulting certificate included, to get my personal response to your greatest marketing challenge.

WHO SHOULD GET THE
MAGNETIC MARKETING KIT?

1. ANY/EVERY Small Business Owner in ANY field...2. ANY/EVERY manufacturer and business-to-business marketer competing for business, supporting salespeople in the field...3. ANY/EVERY retailer or other business attracting traffic to a store, showroom, theater, restaurant, other place of business or events...4. ANY/EVERY sales professional who needs appointments with truly qualified prospects...5. ANY/EVERY doctor, financial planner, other professional involved in practice-building...6. ANY/EVERY "network marketer"...7. ANY/EVERY corporate CEO or Sales Manager interested in greater return-on-investment from advertising.

"HOW CAN I BE SURE THE MAGNETIC
MARKETING KIT WILL WORK FOR MY
PARTICULAR BUSINESS?"

In 6 years of selling the previous versions of this Kit and now this Kit, including selling over a million dollars worth at my speaking engagements with Zig Ziglar and Peter Lowe last year alone, I have been asked about THOUSANDS of different types of businesses. Understandably, everybody thinks theirs is a "special case." The first thing you should know is that most aren't. Most "one-of-a-kind" businesses have much in common with many other businesses.

Second, we have a measured 96% satisfaction rate on these Kits - 96% of all Kit buyers not only keep the Kits, they also, subsequently make additional purchases of other materials, seminars or services from me. Third, odds are heavily in favor of one of the "models" in the Kit so closely matching your business that you'll be able to just "steal" (with my permission) and use, with 90% of the work already done for you - a true 'no brainer' AND other 'models' close enough you can pick and use parts. But, like everything I sell, this IS guaranteed, so you take no risk.

HOW MUCH DOES THE KIT COST?

What if I told you it cost NOTHING? By MANY standards, that's absolutely true. Even if you hire a local advertising copywriter (not one of my stature), you'll pay, at bare minimum, a few hundred dollars to get just one sales letter campaign created. If you hire a copywriter or consultant of my caliber, you'll pay thousands. So the Kit pays for itself the very first time you do anything with it! But more importantly, I'll give you a special, extra Guarantee...a Double Guarantee:

This Isn't Some Ordinary Satisfaction
Guarantee. I'll Guarantee PROFITS.

First is our usual, uniform 60-DAY UNCONDITIONAL SATISFACTION GUARANTEE. It appears with the Order Form at the end of this book. But beyond that, I'll add 10 more months, for a total of 12 FULL MONTHS, conditional - and here's the only condition: if, at the end of a full year from your purchase, you want a refund, just show me proof that you did something, anything, used one System or strategy, and look me in the eye (on paper) and tell me that you didn't put at least \$10,000.00 in the bank that you wouldn't have otherwise, and I'll refund every penny you paid.

So I argue this Kit costs you nothing. But there is an investment. I could sell this Kit for more than a \$1,000.00 and still be delivering a genuine, inarguable bargain. If you don't believe that, drop by some high falutin' ad agency, sit down with a couple of the "Suits", get a quote to create an ad campaign or a direct-mail campaign for you. More often than not, the Armani-suited boys'll talk in thousands, if not tens of thousands of dollars...they'll prescribe advertising to match your wallet...and, more often than not, it'll be lousy to boot. Here, you've got stuff that absolutely works! And the entire investment is just \$399.00. (T1-B-97)

SUCCESS TRACK #2:

ENTREPRENEURIAL STRATEGIES



Entrepreneurs have paid as much as \$3,495.80 per person to attend Dan Kennedy's in-depth entrepreneurial marketing seminars - with over 98% of all attendees returning again and again as "alumni" Over 288,888 people a year hear his speeches, find he has helped countless individual clients turn their new ideas, new products, even "troubled" products into fortunes!

TRACK #2: ENTREPRENEURIAL STRATEGIES

- T2-A-97 (2) HOW TO MAKE MILLIONS WITH YOUR IDEAS BOOK \$12.95
New in 1996. Riled with insider info and case history examples for every conceivable way of bringing new ideas and products to market, of growing businesses...including super-charging ordinary service businesses, getting exclusive control of hot products, 8 best ways to make a fortune from scratch, Information Superhighway, direct-response TV. Much more. The stories behind The Club, Thighmaster, Joan Rivers Products, the Guthy-Renker Corporation, dozens more, + Dan's Million Dollar Rolodex and a \$500-value Product Marketing Evaluation Certificate.
- T2-B-97 NEW: INVENTOR'S FRIEND SYSTEM: "HOW TO TURN YOUR WORTHWHILE
IDEAS,
INVENTIONS, NEW PRODUCTS, ETC. INTO FORTUNES." Includes: (1) Revised and expanded edition of the "How To Make Millions With Your Ideas" Manual With 6 Audio Cassettes and the "How To Make Millions" book; (2) Idea & Invention Protection Kit; (3) Internet Resources & Research Guide; (4) Masters' Interview Tapes; (5) 6 Cassettes, Manual for raising capital; (6) Directory of Inventors Clubs, Associations, Conventions; (7) PLUS BONUS VIDEO by successful inventor AND all other bonuses in nationally advertised Inventor's Friend offer. An awesome Kit that answers every question and provides every resource for bringing any new idea or product to market If purchased separately, \$1,027.85; Package Price Only \$527.85
- T2-C-97 (5) THE MONEY SYSTEM: HOW TO GET THE MONEY YOU NEED FOR ANY
(not shown)WORTHWHILE BUSINESS VENTURE. 6 Audio Cassettes. Reference Guide. \$99.00
(1) How to raise money for new and unproven ideas. (2) How to find and motivate private individuals to lend or invest. (3) The 3 best strategies for wiping out investors' fears. (4) How to make personal credit a 'non-issue.' (5) How to assemble a convincing, persuasive, comprehensive Business Plan document. (6) How to structure deals. FREE BONUS: THE NEGOTIATION TAPE.

T2-D-97 TONS	THE NO BS, NO HOLDS BARRED, KICK BUTT, TAKE NO PRISONERS AND MAKE TONS OF MONE;' BUSINESS SUCCESS BOOK	\$ 3.95
T2-F-97 TRADERS'	(6) PROMOTIONAL MERCHANDISE/CLOSE-OUT MERCHANDISE SOURCES & \$79.00 (not shown) MANUAL. Up-dated late 1996. Here's the "key" that opens the door to the incredible close-out industry. Buy every imaginable kind of merchandise, for premiums, customer gifts, Gift-With-Purchase promotions, etc. or for re-sale at 50% to 80% below wholesale - without having to buy in quantity. Insider secrets, contacts. Samples of vendors. Ideas for promoting any business with such merchandise.	
T2-G-97	THE COMPLETE KENNEDY ENTREPRENEURIAL SUCCESS PACKAGE. Everything described in this Trak at a savings of \$30.75.	\$697 00

SUCCESS TRACK #2:

ENTREPRENEURIAL STRATEGIES

About How To Turn Your Ideas Into A Million Dollars

Every cab driver, every bellhop, every waiter or waitress, every flight attendant, every businessperson seated next to me on an airplane, my accountant, my lawyer, my agent, speaking colleagues, heck, everybody I know and meet seems to have a "Million Dollar Idea" they're sitting on, noodling. trying to decide what to do with it, wondering if they can turn their idea into millions of dollars. That's what's so fantastic about America • we ARE the Land Of Million Dollar Ideas!

And, why shouldn't your a make you rich? Famous. too, if that interests you. Barney The Dinosaur was a housewife's idea. The entire TV home shopping industry was Roy Speer's idea. The 100-million dollar* Guthy-Renker Corporation was born by the idea of selling cassettes based on Think And Grow Rich' in a new type of TV infomercial, the "docu-commercial." I could fill a book with such "case histories", many of them my clients, associates and friends.

That's why I put together my 'Millionaire-Maker Seminars'...to show people the hundreds of different strategies and opportunities available to them, to turn their ideas into fortunes. Most people can only think of a handful of such "avenues", but in reality, there are HUNDREDS! Of course, not everybody can trek across the country and come to a seminar. And I can't offer them very often because of my own schedule. Which brings us to a very special Home Study Course that I developed

INVENTORS FRIEND •COACH IN A BOX-SYSTEM

"I've got this great idea for a _____ - now what?"

- This Course has the right answer! In a 6-Cassette Series with a 275+ Page Reference Manual and Action Guide, I explore the 14 best ways to turn ideas into fortunes. ...including:

- ◆ How To Turn 'Ordinary Businesses' Into Extraordinary Money Machines
- ◆ How To Bring A New Product Idea To The Marketplace
- ◆ Information Power: How To Effectively Access Millions Of Dollars Of Research For Pennies... how to find the people, contacts, suppliers. assistance and opportunities you need most
- ◆ Mail-Order Millions: How To Get Your Product Advertised And Sold In Hundreds Of Established Mail-Order Catalogs
- ◆ How To Profit From THE Hottest Marketing & Distribution Opportunities Of The 90's -Including Direct Response TV/Infomercials. Marketing Via Computers (The Information Super-highway) and a lot more
- ◆ New Financing Opportunities & Strategies
- ◆ Dozens of unusual but proven ways of marketing on a giant scale (without giant risk or investment]

WHO WILL FIND THIS COURSE ENORMOUSLY VALUABLE?

- 1) Anyone who has a good idea for a new or improved product, service or business.
- 2) Any owner. CEO or partner in an existing business, open-minded to new and Innovative ways to expand, diversify and re-invent that business for greater profits
- 3) Anyone with a product's) or product Idea suitable for some type of Direct Marketing
- 4) Inventors, Manufacturers, Importers, Wholesalers
- 5) Authors/Publishers
- 6) Consultants

Opening The Doors To The Close-Out Industry
How You Can Buy Every Imaginable Kind Of Merchandise
For Re-Sale Or Promotional Purposes At 50% To 80% Below
WHOLESALE, Even In Surprisingly Small Quantities

I'm going to REVEAL the exciting close-out, surplus and liquidation industry. This may be a whole new source for you of what I call "promotional merchandise": items you use as traffic-builders, gifts as response incentives, and premiums. Or it may even represent new business opportunity. We'll discuss both.

How Business Owners And Marketers and Get Thousands Of Different Products To Use As "Response Builders" At Near-Giveaway Prices

As you probably know, I usually favor the use of premiums and bonuses rather than discounts....bonuses can and do drive sales....gifts can and do increase response to all types of advertising, for lead generation or traffic-building. In creatively structuring offers. I sometimes use multiple bonuses, so that the value of the bonuses exceed the price of the core product or service. But, where do you get great *premiums at pennies on the dollar*?

The answer is the Close-Out Industry — a business that "insiders" have kept to themselves for years. As soon as you know "who, what, where and how", you can buy at far-below-wholesale (not below retail; below wholesale!), even without buying in quantity....gift, jewelry, electronics. gadgets, toys....try:

- 100 Brand-Name Fashion Watches - Just \$7.00 each
- \$99 PIERRE CARDIN Luggage Sets - at \$9.00 each
- OLEG CASSINI travel alarm clocks. \$3.00
- BIC Executive Pens, a buck or 12
- Even "hot" 'As Seen On TV merchandise-

at 20-cents on the dollar

- Like "famous name. TV advertised' wiper blades....massively advertised at \$19.95 to \$29.95....in discount stores no lower than \$9.95...yours for \$1.00
- Luggage, knives, sporting goods, packaging supplies, movies, specially video tapes, tools, jewelry, even lingerie

...run a clothing store? How about advertising a real leather men's wallet FREE with any purchase? (They cost you just one dollar.)

...own a restaurant?- how about a Valentine's Day Promotion, giving away a Cubic-Z Tennis Bracelet FREE to every lady?! (They cost you \$2.70. Gift-boxed. And lay these out next to a \$199 cubic-z tennis bracelet from a jewelry store and you can't tell the difference.)

...own a travel agency? Give away a 35-MM Camera with strap, case and 5-year warranty to new customers. (They cost you \$7.00.)

....in the carpet cleaning business? Give away a FREE CEILING FAN with every whole-house job or for a referral. (They cost you \$11.50.)

You name the product service or business and there are matching premiums available at dirt-cheap prices. If you cant find great promotion ideas in my Manual about the Close-Out Industry, you're brain dead. But, this IS a "hidden industry." Each year, it moves BILLIONS of dollars of merchandise and there are warehouses overflowing with huge inventories, begging for buyers - yet the insiders jealously guard this business and do not publicize it. Well, I've been personally profiting from this industry for years and I'm spilling the beans. And, once you have ACCESS, it is ridiculously EASY to step in, be an insider, and grab these super-bargains.

Think of my Manual as THE GOLDEN KEY that opens up the doors to this giant cafeteria of products at pennies, nickels and dimes on the dollar. How can you afford NOT getting this key?

Maybe You'll Even Find New Ways To Make Money Through The Close-Out Industry

There are lots of people who have created spare time, part-time, even full-time businesses out of the close-out

industry. For example, one of the "plans" introduced in my Manual is: 'Weekend Wealth - How To Run Cheap Little Classified Ads And Make \$500 Or More Every Saturday, Without Leaving Home.'

There's also opportunity as a Promotional Merchandise Consultant, helping merchants develop unusual advertising and promotion campaigns and supplying them with premiums, at a significant mark-up, obtained through the close-out industry.

You can even "switch sides" and find businesses with excess inventories, overstocks, and other goods they are eager to move in bulk, at a deep discount, and broker it to major close-out buyers are traders, earning finder's fees with no investment on your part.

By the way, this industry throws its major shows and exhibitions in great destination cities like Las Vegas and Atlantic City, so you can combine some tax-deductible fun with a buying trip.

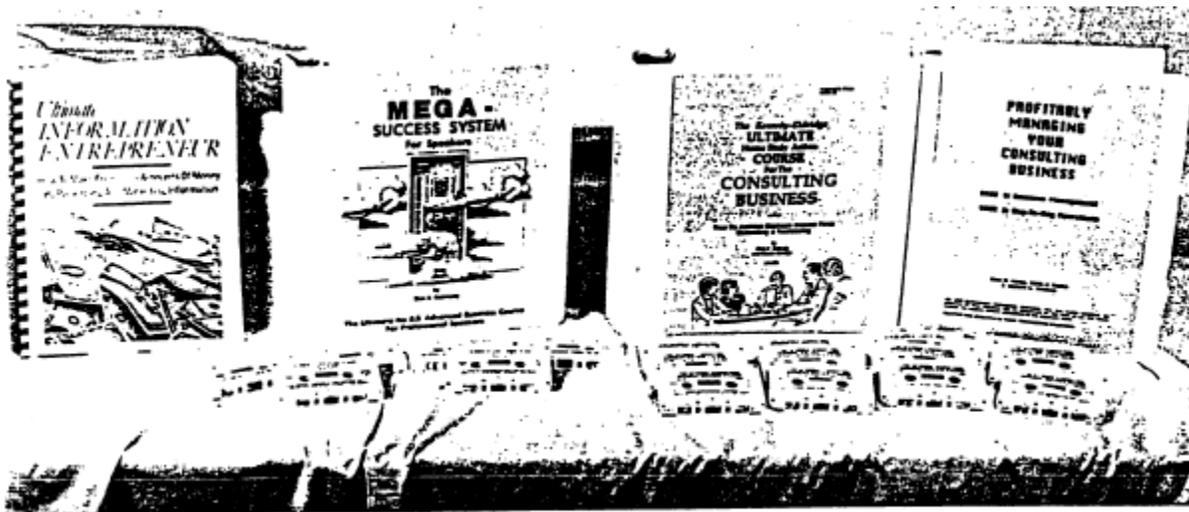
You're Denying Yourself A Powerful Money-making Weapon By Ignoring This Information

This Manual is a key. Access. Doors opened, contacts revealed. Because everything is revealed simply and concisely, anyone could easily photocopy this Manual, so we cannot offer our usual guarantee to this offer. (This Manual is not returnable for a refund.) Every detail needed to be an instant insider in this incredible industry is included. Get this Manual and grab your share of the close-out industry's remarkable bargains and opportunities.

This information has been sold as a "business opportunity" for as much as \$299.00. Our original price for the Manual was \$99.00. Now it's been updated, and is yours at a new lower price – just \$79.00.

SUCCESS TRACK #3:

INFO-PRENEURING



TRACK #3: INFO-PRENEURING

- T3-A-97 (1) THE ULTIMATE INFORMATION ENTREPRENEUR SUPER-MANUAL \$199.00
5th Edition, Updated 1996. Over 500 pages! How to find, create, package and market 'Information Products' for enormous profits. For additional information, refer to page 7.
- T3-B-97 (4) THE MASTERS COLLECTION \$398.00
(not shown) Live-recorded, unedited audio cassettes from Dan's \$3,495.00-per-person Direct Marketing Conferences held 1993-1995. 48 Audio Cassettes. Includes presentations by GARY HALBERT: one of the highest paid direct response consultants and copywriters in America. His most famous sales letter has been sent to over 50 million homes. TED NICHOLAS: has sold over 200 Million Dollars worth of his books and other information products via magazine advertisements and direct-mail. JOE & JUDY SAB AH: have sold millions of dollars of products as "guests" on talk radio. LEE MILTEER: author, speaker, publicity and personal promotion expert. MARILYN & TOM ROSS: authors of 'The Complete Guide To Self-Publishing.' RODNEY BUSCHER: co-founder, FNN-the Financial News Network. And Many Other experts, specialists, super-successful entrepreneurs plus successful Conferences Alumni.
- T3-C-97 (3) THE KENNEDY/ELDRIDGE CONSULTING BUSINESS SUCCESS COURSE \$497.00

Two Manuals, 12 Audio Cassettes covers every aspect of the consulting business. Details on page 7.

T3-D-97	(2) MEGA-SUCCESS SPEAKING BUSINESS SYSTEM. Giant Manual, 6 Audio Cassettes. How to create, develop, market and manage a maximum income speaking business. Details on page 7.	\$497.00
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INFO-PRENEURING

The Ultimate INFORMATION ENTREPRENEUR Super Manual

This huge 500+ page Manual covers EVERY imaginable way you can make enormous amounts of money by packaging and marketing information. I've included its Contents List. Now, let me tell you a little bit about the background of this very unusual resource:

IT ALL STARTED WITH A CHANCE, OFF-THE-CUFF REMARK OVER A FRIENDLY CHIVAS & WATER

I was sitting with a long-time client, at a patio table, at a popular resort in southern California, sipping a Chivas; we were relaxing after a long day of meetings, mostly talking about nothing, when he said: "I'd give a thousand dollars just to root through your file cabinets."

"Root?" I asked.

"Yeah. Look. Dig. Treasure-hunt. Poke. Maul. Swipe. Root."

SO I DUMPED ALL MY FILE CABINET DRAWERS OUT ON THE FLOOR...

and he was right; there was a fortune there in information - including countless little 'tidbits', examples of unusual strategies, little-known sources, stuff I pretty much kept to myself. Anybody trying to market "information" in any form would kill for all this - or spend nearly 20 years accumulating, saving, sorting like I did. So, the first edition of this book was born.

By the way, ads I've created for my products and my clients run in many national magazines and other publications, to the tune of \$50,000, \$100,000, \$200,000 or more every month. Some ads have been running and producing every month for years. One client aired the same infomercial I created for him for 8 consecutive years and made millions. Another mails tens of thousands of sales letters I helped him develop every month. Another has a \$200,000.00+ per month home-based business. I could go on and on. And all that how-to know-how is in this book.

This May Have Been The Ugliest Book Ever Published.

I took the piles on the floor, sorted 'em by topic, photocopied a ton of stuff, wrote explanations to go with it, and spiral-bound it all together into a rather ugly, lumpy, very unpretentious, fat book. And, largely thanks to enthusiastic endorsements from such as Gary Halbert (arguably the all-time greatest practitioner of "salesmanship in print", publisher of The Halbert Letter) and Greg Renker Guthy-Renker Corp., famous for infomercials and information products like "Think And Grow Rich", "Personal Power", etc.), I quickly sold over 1,000 copies - at the fat-as-the-book price of \$199.00. And I have received more praise, more testimonials and more recognition for this ugly, fat book than for anything else I've ever done. Heck, it even won the 1991 Book Of The Year Award, in the Mail-Order category, from the North American Bookdealers Association.

Since then, thousands more copies have been sold throughout the U.S., Canada and in several other countries. Harv Eker, one of the leading

seminar leaders in Canada, dealing with entrepreneurial subjects, offers it at all of his seminars. Ted Thomas, joint venture marketing expert, says it's the very best resource he's ever found.

A Partial List of Topics included:

▶ HOW TO PRODUCE YOUR 'INFORMATION PRODUCTS'....12 Steps to an audio product....18 Steps to a video product....How to save 25% to 75% from most video production quotes!....How to create and sell a "Money-making Business Opportunity"....The 39 best kinds of 'Information Products'....▶ UNDERSTANDING AND PROFITING FROM 'THE MONEY ISSUES'....How to replace up-front costs with royalties and: how to convert vendors to at-risk partners....▶ PREPARING MARKETING MATERIALS FOR YOUR 'INFORMATION PRODUCTS'....Everything you need to know about what works and what does not (based on 5-Million-\$ research and experience)....▶ HOW TO MAKE BIG MONEY SELLING YOUR 'INFORMATION PRODUCTS' WITH CHEAP CLASSIFIED ADVERTISING....The 'best' media...Classified ad copywriting tips....▶ HOW TO BE A 'BIG PLAYER' IN THE 'INFORMATION PRODUCTS BUSINESS' WITH PRINT MEDIA/DISPLAY ADVERTISING... How to get Agency Discounts... First-Time Advertiser discounts... and save 17%-50% off "rate cards" (price lists).▶ HOW TO CHOOSE THE RIGHT MAILING LISTS TO PROFITABLY SELL YOUR 'INFORMATION PRODUCTS' VIA DIRECT-MAIL....How not to get ripped off (Most beginners do!)...Where to learn about and 'comparison shop' thousands of good lists....▶ MARKETING STRATEGIES OF SPECIAL IMPORTANCE WITH 'INFORMATION PRODUCTS'....How to use Guarantees to boost response...."The Charles Atlas Method" can double your profits....▶ HOW TO REALLY GET "FREE" ADVERTISING FOR YOUR 'INFORMATION PRODUCTS'.... How to get on lots and lots of Radio Talk Shows...be interviewed over the phone, long distance...Give out your 800#...sell your products....▶ UNUSUAL WAYS TO MAKE MONEY WITH YOUR 'INFORMATION PRODUCTS'....How to sell by mail to Libraries...How to sell by mail to the Military....▶ HOW TO GET YOUR 'INFORMATION PRODUCTS' ADVERTISED ON TV - IN INFOMERCIALS....Transcript of my complete speech on the Information Business from the famous Gary Halbert Key West College Of Millionaires Seminar, which direct marketing entrepreneurs pay \$7,000 to attend....▶ HOW TO MAKE A LOT OF MONEY, BUILD WEALTH AND NET WORTH AND SELL 'INFORMATION PRODUCTS' VIA THE NEWSLETTER BUSINESS...Why the Newsletter Business may be the best business in the world!...Advice directly from the most successful newsletter entrepreneurs in America....▶ HOW TO MAKE MONEY SELLING 'INFORMATION PRODUCTS' IN THE SEMINAR BUSINESS...5 types of seminars you can make money promoting...12 best ways to market ANY seminar...▶ HOW TO MAKE MONEY SELLING 'INFORMATION PRODUCTS' BY PHONE...New ways to make money and sell products via "recorded messages"...How to get 'Information Products' telemarketed by professionals on commission - with no investment, no hiring, no hassles....▶ HOW TO MAKE MONEY SELLING 'INFORMATION PRODUCTS' VIA MULTI-LEVEL MARKETING AND/OR HOW TO SELL A MULTI-LEVEL OPPORTUNITY BY MAIL...Facts & Myths...all about MLM/Network marketing...What you must know about 'the legal issues'....▶ HOW TO MAKE LOTS OF MONEY FROM THE MAILING LIST(S) YOU DEVELOP BY SELLING 'INFORMATION PRODUCTS'...3 ways to make BIG MONEY, even from "small" lists...Who will pay you 50 cents per name?....▶ HOW TO OPERATE YOUR 'INFORMATION PRODUCTS' BUSINESS PROFITABLY AND EFFICIENTLY...HELPFUL INFORMATION ABOUT VENDORS AND SUPPLIERS

About The Consulting Course

I've never made less than \$100,000.00 a year from consulting (part-time), and, in this complete Course, I show you how to do the same (or better). There are over 2,000 different consulting specialties we know of. With this Course, you can decide what combination of education, experience, know-how, skills and information you have that can be properly packaged and promoted as the basis of a consulting practice. Get a complete insider's look at the business, how to attract clients, how to diversify income sources, managing client relationships, much more. Every question you could possibly have, from A-to-Z, is answered in these 12 Tapes. Huge Manual includes sales letters, ads, marketing documents, plus a complete Forms Manual.

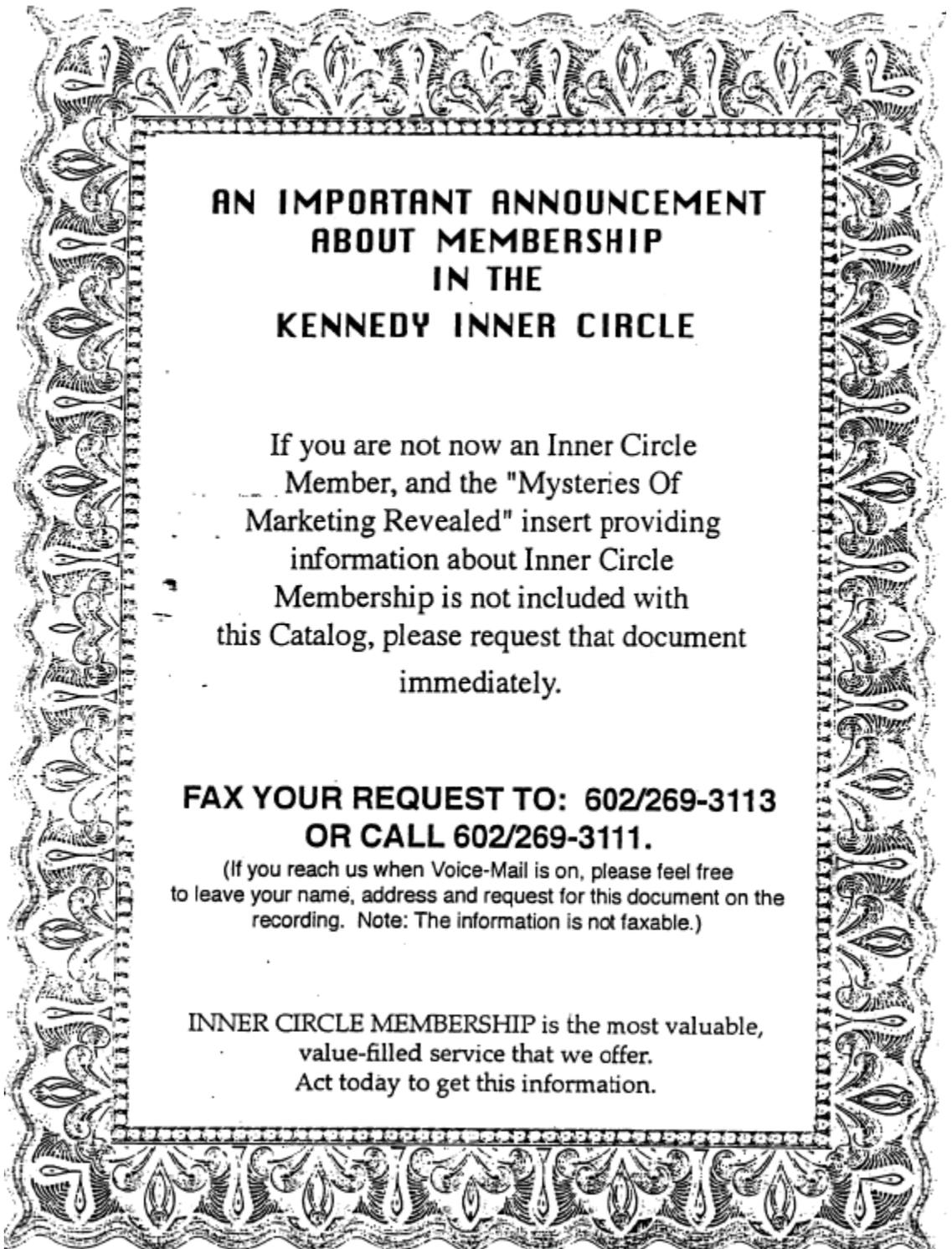
About The Speaking Course

"Can We Talk?" - How To Make \$25,000.00 An Hour Without A Gun - The Mega-System For Success In THE SPEAKING BUSINESS.

From my 19+ years' experience, here are the strategies I've used and use to earn more from speaking PART-TIME than most do full-time, and to stay booked solid with minimum marketing.

Each Module in this System is valuable enough to justify the entire price! I cover my non-marketing approach to attracting bookings and clients; how to maximize income per engagement and per client; and how to conquer the six biggest obstacles to earning \$250,000.00 a year or more as a professional speaker. I also reveal my personal 'System' for Platform Selling; a System that often produces sales of \$100.00+ per person in small groups; \$15 to \$20 per head in large events. Recently, I've done as much as \$74,000.00 in sales from the platform in one hour. I also cover all other "profit centers": information products, self-publishing, newsletters, continuity programs, infomercials, tele-seminars, seminars, retreats, joint ventures, and many more.

The bottom-line: I can speed up your success, increase your income, and make your promotional work much easier, for your speaking business. And I've put it all together in very, very concise form, in respect of your time. There are 6 Audio Cassettes and 6 sets of notes and printed information, in one notebook. The price is \$497.00. And I'm well aware that's a helluva lot of money if you relate price to "bulk." I hope you're much smarter than that. You see, one weekend spent with this System can totally revolutionize your speaking business. How do I know that? Because System users are telling me that, and more. This system has been in use by speakers since 1993, and in that time, many have reported doubling to quadrupling their incomes, ending ugly cold prospecting and much more easily attracting quality bookings, and solving a myriad of business problems.



**AN IMPORTANT ANNOUNCEMENT
ABOUT MEMBERSHIP
IN THE
KENNEDY INNER CIRCLE**

If you are not now an Inner Circle Member, and the "Mysteries Of Marketing Revealed" insert providing information about Inner Circle Membership is not included with this Catalog, please request that document immediately.

**FAX YOUR REQUEST TO: 602/269-3113
OR CALL 602/269-3111.**

(If you reach us when Voice-Mail is on, please feel free to leave your name, address and request for this document on the recording. Note: The information is not faxable.)

INNER CIRCLE MEMBERSHIP is the most valuable, value-filled service that we offer. Act today to get this information.

"WHAT THEY ARE SAYING..." ABOUT DAN'S ADVICE

"I am the president of a one-million dollar high-tech firm. It was going under in 1993, even though I spent \$350,000.00 on marketing that year. I heard a Dan Kennedy speech in January, 1994, bought all his books and tapes, summarized myself in an intensive study of his kind of marketing. Then I hired ALL of our full-page, full-color display ads and most of our sales travel. I put all of our resources into his type of direct marketing. I combined several years of work on my drastic change. Result? Last year, even though most of my colleagues suffered a 30% downturn in their sales, I increased ours by 5%, and I did it on 40% of the money we had spent the previous year - a 60% reduction in selling expenses with a 5% increase in sales! This year we expect to grow by 60%, still on a lean budget! The stuff this guy teaches is worth 10 times what you'll invest. Let me refer you to my featured mentor, Dan Kennedy. He publishes a series of books as well as a VERY hard-core newsletter about marketing. Get it all!"

Tom Koobyar
Omaha, Nebraska

"In my speaking colleagues, I've said it before and I'll say it again - there is no one who knows more about the real world of speaking than Dan Kennedy. When it comes to knowledge of how to organize, market, sell and build products and services as a profit, Dan Kennedy has no equal. For over a decade, I have utilized Dan's plan in my own speaking, training and consulting business. As a consequence, we have been increasing revenue in three consecutive years and continue to do so. I recommend Dan's system highly.

William T. Brooks, CFP, CPA, CFPK
The Brooks Group
Greensboro, North Carolina

"Your skills are many and varied, and for me the most valuable thing is your knowing the right questions to ask."

Sam Lilly, Ph.D., CPC
Learning Resources International
Chair, ABA Ethics Committee (1992-93)
Chicago, Illinois

"Your expertise has helped to vault my business to the next level. One year ago, when we met at your seminar, I was in start-up mode. Using your information, ideas and input over the last year, we have met and surpassed our sales goals for your site. What a tremendous feeling!

Dan K. Lemphel
Campbell Business Services, Inc.
Vancouver, B.C.

"If you're a salesperson, businessperson or entrepreneur, your greatest asset is your mind. Your second greatest asset is Dan Kennedy's mind."

Dave Bellini, Director,
THE SILVA METHOD For Sales Professionals!
The Silva Method of Mind Development
New Jersey

"I've used a lot of your ideas, with the latest success article being 'your choice'...I created three levels of packages...I've had a new 75% speed from \$2.95 to \$50.00 on my recorded message!"

Mark Smith
Expert in Trade Show Selling
Colorado Springs, Colorado

"I want to thank you for the superb direct-mail campaign you created on behalf of the 1990 Arthritis Foundation Telethon. Never in my 17 years in non-profit have I seen a Telethon corporate check pull the way this one has. From letters to just 75 corporations, we received seven responses, three commitments - worth more than \$35,000.00."

Tom Fife
Executive Director
Arthritis Foundation, Central Az. Chapter

"Dan Kennedy is directly responsible for my selling over 500,000 books and videos."

Darrel Messers
Phoenix, Arizona

"... the challenge of convincing the organizers of the cruise, none of whom had ever heard of me before, to give me the opportunity of making a presentation remained. I studied your book 'The Ultimate Sales Letter' and wrote my letter, sticking to your guidelines. The letter worked like a dream and I was invited to be a guest chef on the cruise. I then used your techniques, as given to specific support from the Boatloads Tourist Authority and some key manufacturers. They ALL came forward and participated. Because of this exposure, I've been invited to make another appearance at the Fairy Food Show in New Mexico. You can rest assured that I will continue to use your techniques whenever I need to communicate in print."

Anne-Marie Whitaker
St. Michael, Barbados, W.I.

"Your 'gross sales secret' worked! I instantly had more business than I could handle ever I implemented it."

Richard M. Reep
Retired Line Results
Ana, Hawaii

"I know you'll be happy to hear that I've gotten MUCH more hard, practical advice from your material than anything I got from Jay Abraham."

Catherine Beorot
Bottom Line Management
Atlanta, Georgia

"It was only recently that I found out about you through a business associate - thank God! Since that time I have seen you at a seminar, purchased your Magnetic Marketing materials, bought several books, joined your Inner Circle and bumped up to 'Gold.' Why? Because after spending a small fortune on buying information from so-called experts, I find that you are REAL. Thanks!"

Bruce Schauer
Chickadee, B.C.

"Dan Kennedy's reputation for teaching people how to make money in direct mail is second to none on the planet. Direct marketing industry heavyweights everywhere turn to Dan on a daily basis, and willingly pay huge sums of money for his no-nonsense approach. His cash generating ideas overflow like Niagara Falls!"

Raymond Azeas
Toronto, Canada

"WHAT THEY ARE SAYING..." ABOUT DAN'S PRODUCTS

"After attending your seminar in Omaha, we purchased your Magnetic Marketing System. WOW! We used the System System to sell our Groupon Books. We targeted 1,400 local companies. We sent out our letters about 9 days apart. Our response: Letter #1, 7%; Letter #2, 8%; Letter #3, 7%; total response: 18%! We sold 3,700 books and had a profit of \$36,000.00! You're a Legend!"

Doug Nitzman
The Big-O Book
Market Investments
Omaha, Nebraska

"In 1983, I attended Peter Lowe's Success Day in St. Paul, Minnesota. I purchased both sets of your tapes (including Magnetic Marketing) and promptly set to work. Although my company has a direct mail program that I participated in, I had not developed any type of follow-up of my own. Using your system, I did so and am very pleased with my results. I topped my sales results and increased my returns by 100% based on what I've learned from you. Thank you!"

Karen Pappan
Mary Kay Independent Senior Sales Director
Apple Valley, Minnesota

"Please find enclosed my attempts with your Magnetic Marketing program. Thus far, it has been incredibly successful for us! I see our 275 of these letters to selected prospects throughout Arizona. I have had 3 calls requesting our brochures, 2 calls to set up appointments for us to come out, and 3 calls APOLOGIZING that they took so long to get in touch with us and asking us to contact them again in a few weeks. Thank you for creating Magnetic Marketing!"

Nancy Pasterson
Gibbs Landscape Co.
Smyrna, Georgia

"I attended your seminar in Portland two days after I quit my job to start my own business. Your seminar was brilliant, and THE MAGNETIC MARKETING SYSTEM has been very useful. In fact, there is SO much information that I haven't had time to make use of it all. Thank!"

Kofusa Emery, NWSB
Emery/Associates, Classical Interiors Design
Portland, Oregon

"Thanks to your MAGNETIC MARKETING SYSTEM, I am restructuring all of my advertising and creating a new marketing plan. Before using your System, most of our customers were - BROKE! but now we are qualifying and getting more middle income customers with ease! I expect to double our annual sales from \$180,000.00 to \$360,000.00 next year."

Gregg Banzel
Banzel's Carverette Shops
Milwaukee, Wisconsin

"... we targeted 400 top stores and, to-date, have signed up 52 retailers, following your Magnetic Marketing System examples. The dollar commitment from these stores is \$385,000.00 through 1996. The cost to put this in front of these customers has been \$2,000.00. We have shaken up our industry! To put this into perspective: we will do \$550,000.00 in sales for 1995, we have increased the number of samples in stores by 25% for 1996, and we will increase sales a minimum of \$500,000.00 as a result."

Lisa M. VanLeer
Van Leer Bindale
Jersey City, New Jersey

"I feel like I've been living with you for the last two months! Morning, noon and night, I'm listening to your tapes and reading the manuals. Your material has been invaluable!"

Doreen Tealrie
Director of Public Relations,
Colorado Christian University
Lakewood, Colorado

"The 'Mega System for Speakers' would be a bargain of twice the price. It is an absolute must for people who are serious about the business side of speaking."

Ken McGarvey
Marketing Solutions
San Francisco, CA 94115

"The Mega System is excellent. It was like a breath of fresh air to hear you expose the nonsense about career speaking."

Judith Zahelawi, CFP
Metairie, Louisiana

"I've been speaking for profit for a number of years. Two things hit me right away (about your Mega-System For Speakers): first, how much easier and more profitable my speaking business could have been if I would have had Dan's information to begin with. Second, how putting just a few of these proven techniques into action will substantially increase my bottom line this year - and for many years to come."

Bob Serling
Stratford Marketing Group
Studio City, California

"10,000 Thank-Yous for ALL your Systems!"

Randy Dabson
Express Professional Plumbing, Inc.
Washington

"Congratulations on the best work on personal and business success I've ever seen. I can attest to its effectiveness - my sales for the first quarter of 1986 have DOUBLED those of the same period last year. I've doubled my own real estate holdings, even lost 5 into in weight, and generally have a better outlook on my business and my life."

John Bz
Registered Real Estate Manager
Rooney & Sons Ltd.
Berm. South Australia

"I anxiously await for Dan Kennedy's NO BS MARKETING LETTER. Each issue is packed with new information and terrific insights that are invaluable to our business."

Greg Renker
The Gully-Beaker Corp.

EVEN THE ACADEMIC COMMUNITY HAS PRAISE...

"Your audio cassettes are excellent. Thank you for sharing your exceptional business know-how."

Dr. V. Betty Larsen
Business & Industrial Specialist
Lincoln University
University Of Missouri System

"We use your tapes and newsletter as part of our resource library. I am very impressed with the practical value of the information."

Jillie Wierich
Missouri Small Business Development Center
University Extension

WHAT THEY ARE SAYING

About Dan's Products

"Thank you! I invested in your Magnetic Marketing System about 7 months ago and it has literally changed my life. You promised you had strategies that would work for any business and you were right. I'm a professional magician. Before I got your System, I did 12 to 20 shows a year - obviously not enough to make a living. After putting into action what you teach, I now book between 20 and 30 shows a month!"

.... David DiPietro
The Magic Of Dave Dee
Roswell, GA

"Ever Since I first saw you speak and bought your materials, my life has changed for the better. My selling was pathetic! My attitude was pitiful. My income decreasing. NOT ANYMORE. My selling is great - I just closed the largest single order in my division's history; \$1,472,050.00! My earnings have increased 159%."

.... Jon Gedymin
Oconomowoc, WI

The '**Mega System For Speakers**' would be a bargain at twice the price. It is an absolute must for people who are serious about the business side of speaking.

....Ken McCarthy
Marketing Solutions, San Francisco, CA

The **Mega System** is excellent. It was like a breath of fresh air to hear you expose the nonsense about career speaking.

.....Judith Zabalaoui, CFP, Metairie, LA

I've been speaking for profit for a number of years. Two things hit me right away (about your **Mega-System For Speakers**): first, how much easier and more profitable my speaking business could have been if I would have had Dan's information to begin with. Second, how putting just a few of these proven techniques into action will substantially increase my bottom line this year - and for many years to come.

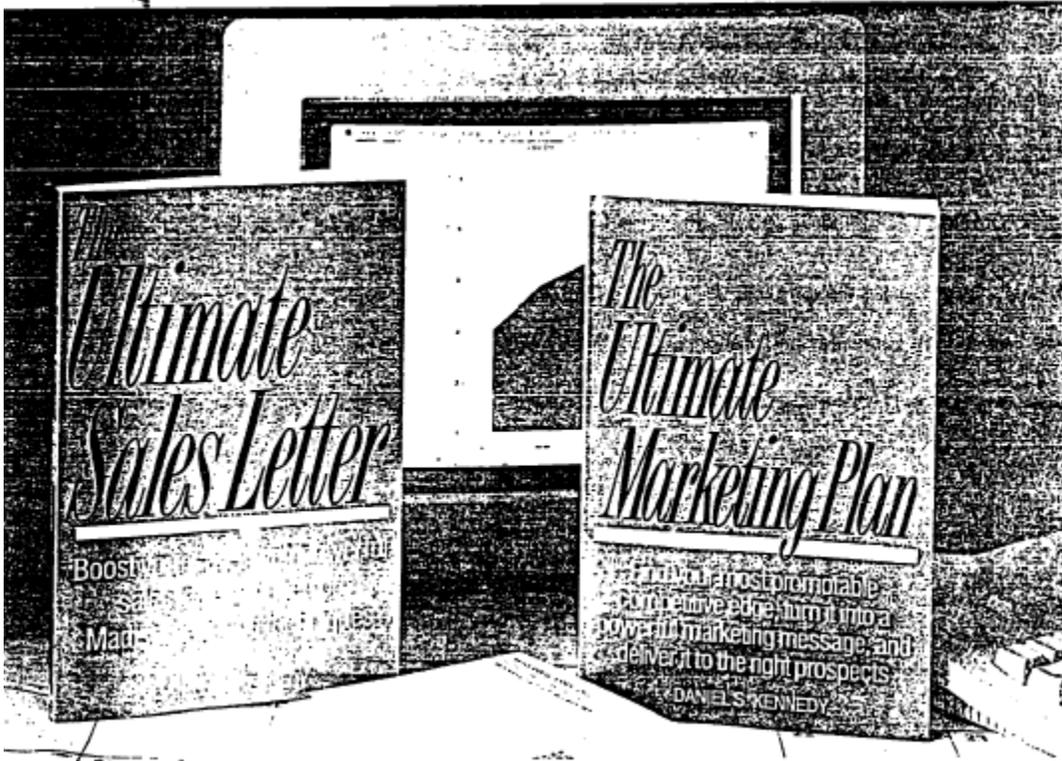
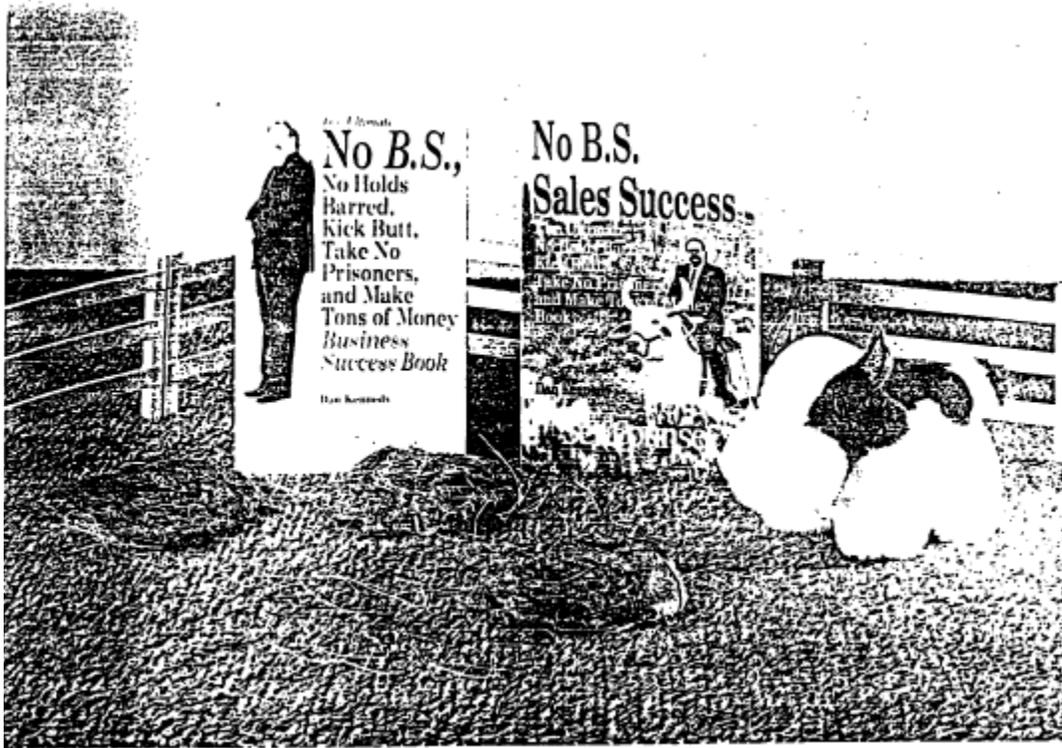
.... Bob Serling
Stratford Marketing Group
Studio City, CA

I am one-third of the way through **THE ULTIMATE INFORMATION ENTREPRENEUR** and almost done with the **Super Conference Tapes** - both have been terrific! The information is very valuable and has re-stimulated my thinking about how to promote my business and products.

....Steve Miller
The Adventure Of Trade Shows
Federal Way, Washington

Dan Kennedy is a lean, mean information selling machine. His amazing business blueprint. **THE ULTIMATE INFORMATION ENTREPRENEUR**, gives you more useful, wallet-fattening secrets than 10 other books. Reading it is like getting a masters degree in how to profit from today's information age economy. Just one idea I took from one page out of Dan's Manual has paid me back over \$10,000.00 almost instantly. I simply can't recommend this highly enough-It's worth ten times the price.

.... Mark Nolan
Financial Freedom Association of America
Citrus Heights, CA



SUCCESS TRACK #4: SUCCESS BOOKSTORE

The city fathers of Franklin, Massachusetts once wrote to Benjamin Franklin: "We have named our town after you and would be grateful if you would send a donation so we can get a bell for the church steeple."...Franklin wrote back: "I'm honored and a donation is enclosed. However. I suggest you start a public library with it instead of buying a bell. I have always preferred sense to sound."

Here are my most popular books on business, marketing and selling. They are available in bookstores, should you prefer to obtain them at your favorite bookstore, although we stock them and will be happy to ship them to you.

I might say a word about books. I have been a voracious reader all my life, and I'm a self-taught speed reader. I believe that "readers are leaders." I believe that you can find the answer to just about any question, dilemma or situation in some book, somewhere....! believe that in an hour a day of intensive study of every available book on a specific subject, you can be a world-class authority in that subject in two years or less.

I'm very fortunate that my own books have been praised in INC., SUCCESS, USA TODAY, countless newspapers, trade journals and newsletters, and keep doing well, so I get the opportunity to write more. With my books, I strive to have fun, and make reading them fun; to focus on very practical, useful information, and to come from experience, not theory. I hope you agree that I accomplish those objectives.

The Ultimate No B.S., No Holds Barred, Kick Butt, Take No Prisoners, and Make Tons Of MONEY BUSINESS Success Book published by Self-Counsel Press*

Here's real-world advice from the front lines of the business battlefield. Includes : how entrepreneurs really make big money....how to create sales and marketing breakthroughs....making money without money....how to prevail...why and how to build your own mini-conglomerate...even how to get your business out of trouble. The book features 25 ETERNAL TRUTHS about entrepreneurial success. Published by Self-Counsel Press. 1993 • now in its 4th Printing. Praised in SUCCESS MAGAZINE. INC. MAGAZINE. This book is a lot of fun to read, provocative, and hard-hitting.

'Real world tips on what it really takes to succeed as an entrepreneur - Ted Nicholas, "How To Form Your Own Corp.'

"Dan Kennedy has no rival when it comes to presenting moneymaking information - and lively reading." - Jerry Wilson. 'Word-Of-Mouth Marketing'

(T2-D-97)-156 Page Paperback: \$8.95 (T2-E-97) Book + 2 Audio Tapes. Unique Program features "actors" dramatizing situations from the book \$19.95

The Ultimate No B.S. SALES Success Book published by Self-Counsel Press*

Yes, a sequel! What the first No B.S. book did for (to?) business, this book does for sales and sales professions...we cut through all the nice theory, worn-out clichés, motivational hype, tired and ineffective advice, and deal straightforwardly with what it really takes to "kick butt in selling. If you sell or negotiate for a living, or manage those who do, you've gotta get your hands on this book.

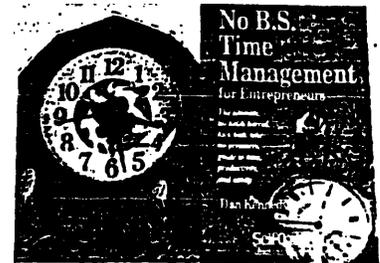
'As a long-time international sales manager, I have a floor-to-ceiling bookcase crammed full of

sales success books, and I'd trade every one of them for a single copy of your No BS Sales Success Book. One of my tests for a great book is how many pages I've folded over... 14 pages leant live without! Most books get 2 or 3, max. I like your style. I like your ideas. I like your cut-the-crap approach.' - Mark S.A. Smith, The Valence Group, Colorado Springs, Colorado

(T1-F-97) -120 Page Paperback. \$8.95

**No B.S. TIME MANAGEMENT For Entrepreneurs
published by Self-Counsel Press***

The only time-saving techniques worth the time it takes to read them! This book is exclusively for the inventive, opportunistic entrepreneur who can't resist piling on more and more responsibility...who has more great ideas than the time to take advantage of them. (T4-A-97) -108 Page Paperback \$8.95



THE ULTIMATE SALES LETTER

published by Bob Adams Inc.*

This book takes you by the hand through the 28 steps I actually use to write super-powerful sales letters (and ads) for my own purposes and for clients — and I routinely get paid \$9,200.00 to \$18,400.00 as a copywriter, so this System is proven, valuable and effective. Best of all, with this book by your side, you can write "my kind of letters for your products or services — even if you think you can't write a grocery list. This is a "must have tool" you will use constantly, not a book to read.

"Thank you for writing THE ULTIMATE SALES LETTER. I first read it in July of 1991 - and have reviewed the highlighted, underlined, noted and dog-eared sections 13 or 14 times. I shamelessly and repeatedly re-read Section 6: and it's added buckets of money to my political fund-raising letters. I bought an extra copy of this book for Perry Willis, National Director for the Libertarian Party. He also swears by it.' - Michael Cloud, Speech Writer, Speeches People Talk About, Las Vegas, Nevada.

(T1-D-97) -192 Page Paperback \$10.95

THE ULTIMATE MARKETING PLAN

published by Bob Adams, Inc.*

Here is a complete marketing/direct marketing plan you can "lay over" just about any business, product, service or sales career and shortcut the process of inventing, planning and implementing effective marketing strategies and activities. If you want a fast, crash course in the best of my marketing strategies this is it. It's also an "accompanying text" for THE MAGNETIC MARKETING SYSTEM (Page 2). Companies as diversified as Ski-Doo (snowmobiles and jet ski products) to Sun Securities (investment products and services for securities brokers) have bought hundreds of these books to give to all their salespeople and marketing executives..

(T1-E-97) -188 Page Paperback \$10.95

THE ULTIMATE SUCCESS SECRET
published by Kennedy Inner Circle. Inc.

When you study success, successful people and successful businesses, you will find that they all have many, many differences, a few very important commonalities — focusing on the commonalities is the premise of the classic 'Think And Grow Rich' and the modern Tony Robbins. ("Success leaves clues" - TR.) Now I've gone all that a step simpler; I've isolated THE ONE 'behavioral commonality' shared, used and relied on as a source of power by ALL exceptionally successful individuals. Virtually every great success, business breakthrough, solution to a problem in my life has been the result of applying this single strategy. And I have now written a book about it. In this book. I challenge you to find 'The Ultimate Success Secret' through a fascinating look at many super-achievers' experiences as well as many of my own.

(T4-B-97) -115 Page Paperback \$14.95

(Available in bookstores as well as through this catalog.)

CUSTOMER SERVICE & ORDERING INFORMATION

HOW TO PLACE AN ORDER FROM THIS CATALOG

OPTION #1:

CALL TOLL-FREE 1-800-223-7180

Hours Of Operation: Mon.-Fri.. 10:00AM-4:00 PM, E.S.T. Time U.S. Calls Only*

Please understand that we use an outside agency to handle your orders via this toll-free number. You are not reaching our Office (although your order will, either the same day or the morning after you place it). Do NOT call this number for Customer Service or other business purposes; only to place an Order with a major credit card. (Sorry, No C.O.D.'s.) Note to our Canadian and Overseas Customers: the 800# is operable only within the United States. If you are calling from Canada or from overseas, you II need to call 602/269-3111.

OPTION #2:

FAX IN YOUR ORDER TO 602/269-3113

Anytime, 24 Hrs. A Day, 7 Days A week

Use the Order Form or a copy of the Order Form. Be sure to include your Telephone Number, in case we have questions about your order.

OPTION #3:

CALL OUR OFFICES DURING SELECTED HOURS WHEN STAFF IS AVAILABLE

602/269-3111

ARIZONA TIME: *JANUARY-MAY:* Tues. 12:00 PM - 4:00 PM, and Thurs. 8:30 AM -12:30 PM...*JUNE-DECEMBER:* Tues. and Thurs. 12:00 PM - 4 00 PM. You can call to place orders, ask questions, take care of customer service matters, and you will speak with one of Mr. Kennedy's key staff members.

OPTION#4:

MAIL IN YOUR ORDER

**Empire Communications Corporation
5818 N. 7th Str. #103, Phoenix, Az. 85014**

ABOUT MERCHANDISE AVAILABILITY

Most products are in stock and available for immediate shipment, or published/assembled "on-demand" to fill orders every Tuesday, Wednesday, Thursday and Friday. Items we do not publish ourselves, that **are** drop-shipped or that may require 2 to 3 weeks for delivery are specifically identified in this Catalog.

ABOUT YOUR GUARANTEES OF SATISFACTION

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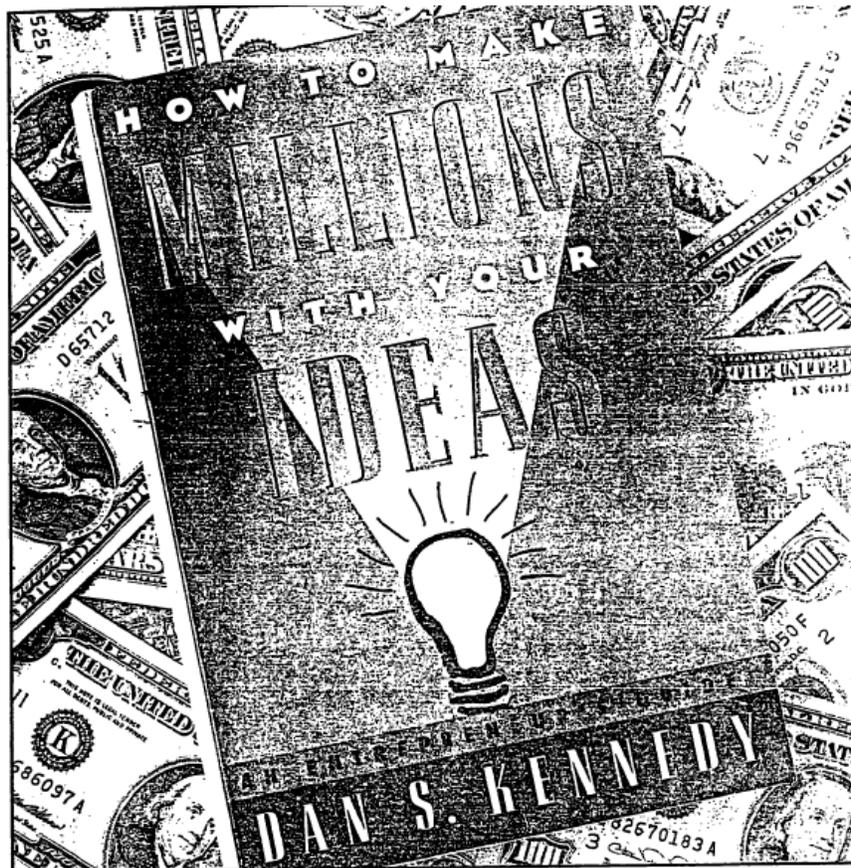
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