



## Welcome

First things first ... thank you very much for purchasing this eBook. :-)

My name is Louis Allport of [ReprintRightsEveryMonth.com](http://ReprintRightsEveryMonth.com) and very recently I teamed up with top Australian copywriter Brett McFall of [AdSecretsRevealed.com](http://AdSecretsRevealed.com) to bring you this product: "The 30 Minute Marketing Miracle".

Brett is known as "The 30 Minute Marketing Genius" as he has the uncanny ability to send business owners on their way to thousands (even tens of thousands) of dollars in extra profits, after just a 30 minute consultation!

And in this eBook you'll read and hear first-hand proof of that. But even better -- Brett reveals exactly how you can quickly and easily grow your advertising results (and profits) too.

Sincerely,

*Louis Allport*

Louis Allport

The 30 Minute Marketing Miracle is an exclusive product of:  
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## **Brett McFall's Power Coaching Session #1 - Elizabeth Moss**

Hi Elizabeth - how are you enjoying the course?

**Really good.**

Getting some good value from it?

**Yeah, well, it's actually quite interesting. We had received a sales letter and we bought your "The Inside Secrets of Advertising" course, on its own, and then I went to a sales seminar and through various contacts ended up doing a Business Mastery course through National Investment Institute.**

Yes, good.

**And they gave us another one! But that's all right.**

Yeah.

**So no, it's all really, really - we're certainly -things are changing for the business and we've been able to implement lots of - well, as many of the things as we possibly can and this is like the first chance that we've had to - like, we've worked on our Mission Statement and Product Guarantees and all that stuff and now we want to send this mail ad out and that's just like a cover letter.**

Good

**So we want to, hopefully, get the best one, to get it all fixed up and going well.**

I want to get stuck into talking about this actual marketing tool you've sent me. It is a letter - is that what you're calling it? A cover letter and it's going with something else, is it?

**Yeah. It will go with a brochure.**

A brochure? And what will the brochure tell them? Just what products you have?

**Yeah, it's just one particular product that we're trying to target.**

Yep. What is that product?

**It's called a Germozone - it's an ozone generator.**

It cleans the air automatically, doesn't it?

**Yes it does. Yes.**

Good. OK. I perhaps want to just sort of move your brain a little bit out of the box here for a second and just perhaps change your strategy a little bit, and there's good reason for that.

I'll start here first. Basically your whole strategy - I want to talk about that. If it's going to be a cover letter then it should actually read like a letter - as if you were actually writing this letter to a friend. You know, "Dear John" - or if you don't have their name then "Dear Friend"? OK?

And no letterhead at the top. You can put your business name down the bottom if you want - I mean I'm just talking about actually doing this in your computer program, where you actually, down the bottom, type your business name and a phone number if you want to.

### **But don't put it on letterhead?**

No. I'm saying, make it a letter. Make it a letter. And if that's too hard for you then put it on a letterhead, go with that anyway, because what I am about to tell you will help you out regardless. But I want to give you an overall strategy here: **we like reading letters from friends, but we don't like reading ads.**

**Yep. Sure.**

And you've got to put yourself in your customer's shoes. When they receive this they're going, "Who are these guys? E-hygiene. Never heard of ya. OK, what've you got? What've you got?" You know. And they make a decision like that. "Who are these guys? What are they doing?"

And if you have a nice, inviting letter you get past that whole approach. They think, "OK. Dear John. OK. Blah, blah, blah." And it's a whole different feel.

So that the overall feeling I want to give you, I'm going to tell you how to do that in just a second. But with something like this, with your offer - I'm unclear as to what it is. What exactly are you offering? This "Free 14 day trial" of what?

### **The Germozone.**

So they can actually have the product in their place for 14 days - and then down the bottom there's a free survey and report valued at \$195.00. What's that?

**Well basically what we'll do is survey their premises, like all their washroom areas - because we're aiming it at 2 specific industries: one is like leisure centers, swimming pools, gyms and places like that, and the other one is hotels and motels.**

**First of all I'm doing the leisure center one and what we'll do is, we'll go out and survey all their toilets and all their various rooms and...**

And tell them where they need it.

**That's right. And then I'll give them a full presentation with brochures. It's all bound up in a nice booklet like a report showing what they've got - sometimes they have something existing that may or may not be doing a good job. If it's doing a good job then I'll put that in the report.**

Good. I understand that. The other question I want to ask before I start is, how much is the actual product going to cost them?

**It's \$259.00**

And that's just a flat cost. \$259.00.

**Yes.**

OK. Here's what we're going to do. I think what you could do with these guys is that - in order for them to hand over cash, a 14 day trial is good. They can try it out and see if they like it, see if it's as good as what you say it is, and then decide whether they're going to give it back or take it on.

That's great. So here's what I'm suggesting you might want to position them as. With the letter you're saying, "Dear Friend", underneath it say this - and again you're getting this on audiotape so you don't have to take this down word for word.

**All right. I'm sitting here with my pen**

*"Dear Friend, With your permission I'm going to send you a Germozone ... which will cleanse the air of your work environment and spread a beautifully light fragrance throughout ... free for 14 days. Why? Well I have a favor to ask you..."*

That's the introduction to your whole letter - and I may not have that totally clinically correct, with what it actually does, but that's what I want to give you as a template.

*"With your permission I am going to send you XYZ product which will do this, which will do that, and I'm going to send it to you free for 14 days. Why am I going to do this? Well, I have a favor to ask you."*

And then you go on in the letter and say, *"The favor I want to ask you is this: if you take this on board, you tell me what you think of this product. I can tell you that it does this, this, this and this, but I want you to tell me. You discover it for yourself."*

*"For 14 days, no obligation, no pressure, no nothing - and if after that 14 days you want to keep it, no problem at all. We'll work out a special offer for you. If not, just hand it back, no problems whatsoever."*

Totally risk-free opportunity. And that's why it's such a great idea for you to do this. But the presentation of it to them has got to be clear. *"We would like to give you this. In fact, call right now, we will send it straight out to you today. You'll have it there today, or if not, we will install it for you tomorrow."* Tell them exactly what will happen: if they call now, exactly what will happen. So there's no ambiguity about what the offer is.

**Sure**

OK. That's the sort of approach I would take: "With your permission I am going to send you something for free". That's a lovely, warm, not too pushy, approach to selling.

**Now the thing that - I've probably confused it a bit because I was a bit confused about how to get the point across. The Germozone cleans the air, but to promote actual fragrance, we have another unit which is an automatic air freshener which actually will promote fragrance.**

You're not giving that with this offer, are you?

**Well, we could, we could offer that as a trial as well, because it's the same thing. I mean, usually when we trial any of these units they don't come back.**

They don't come back? The client keeps them?

**Yeah, they work. Yeah, they stay.**

So is that the one that cleanses the air, or the one with the fragrance?

**Both of them.**

OK.

**But they're for 2 separate things. So one sort of cleanses the air, but then - say for example it's a gym and the washroom is really smelly.**

**So you put the Germozone in there and it will cleanse and clean the air in there. And then in the reception area they might want to promote a nice fragrance, so we'd put the automatic air freshener dispenser in that area.**

OK. Here's all you need to do. If both those products are fantastic, that's good. You can test both. You could send out one letter to one market, and one letter to the other, and see which one appeals the most to them. That's no problem. But don't offer both.

**No, not at the same time.**

No, just go for one, gets your relationship going, and then the other sales will come from that, no problem at all. Just tell them, *"I want to put this in your place for 14 days and it's going to do this, it's going to do that, it's going to do this."*

Tell them all the benefits. List the benefits down the page in bullet form, just like you've done in this ad, but tell them specifically. Even if you can just tell them scientifically what it does, *"It's going to remove 97.3% of the airborne bacteria", "It's going to do this and that"*. Whatever you can put in to create credibility around it - *"It's yours free. You've got to call me today and you can try it out for yourself. You won't believe the results."*

A totally risk-free offer. Any business can use this, and you've started to use it, but it just needs to re-position a little bit, and you'll get this going through the roof.

What you might also be able to do is try this other headline, and what you should be doing is: if you're going to go out to say 1,000 businesses, let's say for example, with about 250 of them you want to have a headline for those guys. And the next 250 a different headline, or a different offer.

You want to split that 1,000 into 4 different offers. And 1 of those offers will be stronger than any of the rest. And that becomes your Super Offer.

But only your public can tell you what the best offer is. I guarantee you'll probably get it wrong. I always do if I try to predict what it's going to be, and I've been doing this for 14 years. So never try and predict - your customers will always tell you what appeals to them, because they're the ones who are in the market for it and so they approach it totally different to what you do as a business owner.

You might be able to approach with a headline like this:

**"Here's how to eliminate 97% of airborne and surface bacteria (the kind of bacteria which could be making you and your staff sick) in just 30 seconds"**

And now what that 30 seconds is about is the 30 second phone call it's going to take to get it.

That's all it's about. It's sort of a cute way of doing it, OK? Now I've had to make that up. I don't know whether that's totally true, but I want to give you that template so you can do something with it.

**No, it is true. That is true.**

OK. "Here's how to eliminate 97% of airborne and surface bacteria" and then in brackets "(the kind of bacteria which could be making you and your staff sick)" end of brackets.

**What about customers?**

Yeah! Sure! Absolutely. "You and you

**"You and your staff"**

"You and your staff" - OK - depending on where you think it's going to go. If...

**This one is targeting gyms.**

OK. Well then "It could be making you and your customer sick". That could be an option. Absolutely. I'm not sure of the scientific basis behind all that, but yeah, I guess it's a possibility too.

So at the end of the brackets "in just 30 seconds ... " And then you would tell them in the letter, *"You don't realize that just in your regular workplace you've got all these bacteria around the place. It's created by this, it's created by that, it's created by people walking in and even just sneezing on a table. That happens. You pick it up, rub your eye, get a cold. Again I'm making this up Elizabeth to give you an example.*

**Well actually that's correct.**

OK. So you sort of talk them through this. You say, *"This is all happening in your workplace and it's costing you downtime on the job and it could be making your clients sick, and you're responsible for it. You can have this fixed up in 30 seconds. Just call me now and within 30 seconds we'll have a unit straight out to you, direct, free for 14 days"*. It's an irresistible proposition.



## **It is, isn't it!**

It is. You cannot beat it.

People say, "Yeah. I'll try it out". No obligation. Make sure they know it's no obligation, no questions asked. 'You tell me if it's worthwhile.'

When you deliver it to them you've got to start educating them to this. Just say, *"Look, here's the product, and I want to tell you something. Before we install this for you you've got to realize something. This equipment has been researched for the past 12 years. It removes 97.3% of bacteria. Here's how it does it. It does this, this and this."*

So the people don't just see this box on a wall and think "Yeah, I guess it works". You're going to have to educate them. They cannot see whether bacteria have been removed from the air, you're going to have to tell them how it works. Why it works. And create a picture in their mind of what it's doing. The things that it's saving them from. It's saving them downtime with people off work. It's saving anyone from getting ill. It's saving them from having bad air - and if you're in a gym you need good quality air. So you've got to remind them of all these things. Educate them to the value of it. That's what I'd be doing.

## **No worries.**

Another approach could be this. But before I go to that approach I'll give you another headline.

**"If your workplace always seems to have a lingering smell or odor that you can't get rid of, this could be the most important message you read all day"**

That's just an opening. It says, "Dear Friend," or "Dear John, Does your workplace always seem to have a lingering smell or odor that you can't get rid of? This could be the most important message you read all day." A really, really simple message. A really nice, simple opening paragraph that's gets people locked onto your letter.

## **I was trying to think how to say that.**

Yeah, and it's so simple. Once you have that template you can use that on any product you're selling.

## **Yeah**

Template opening paragraph. Yeah. "If your workplace always seems to have a lingering smell or odor ... that you can't get rid of" - you might even put "that you can't get rid of for love or money ...". You know, make it more emotional - "this could be the most important message you read all day. Here's why:" And then start telling them.

## **Good one.**

Now, this next approach I want to give you is something - just say this approach doesn't work for you. I think it probably will, but let's say it doesn't. You should have another one up your sleeve anyway.

## **"Free report reveals 17 simple ways to eliminate odors in your workplace and have fresh, clean air throughout"**

That's all the letter would offer.

A free report. There's no talk of having it in your place for 14 days, none of that. It's a totally different approach. It's about getting people to say, "OK, well, yes, send me the report and I'll check it out".

It's like taking baby steps as opposed to having them starting this relationship with you and having one of your staff come out - there are people who don't want that. They think, "*Oh, they're going to try and sell me something, I just know it!*" But "Yeah, free report. Yeah, I'll get that. That's OK. There's no contact there".

And if they have a free recorded message to call in to, to leave their details, you'll get even more response because it means they don't have to contact *anyone*?

**Oh, OK.**

When we don't know a company

**I would give them a free report, but not having gone out there - just with all the generics of the stuff.**

**Is that what you mean?**

I'm sorry, I'm not with you there. What do you mean?

**That we'd offer them a free report**

You'd just mail it out.

**Yep**

Just mail it out to them.

**Yep.**

But they leave their company name and address on your answering service or answering machine. That's what it needs to be really. Set up a separate phone line if you can. They leave their details. You say, simply, "*Welcome to E-hygiene.com.au. If you're calling for your free report, called "Seventeen Simple Ways to Eliminate Odors from your Workplace" simply leave your details after the beep.*"

And they say, "I'm John Smith from such-and-such a restaurant. Thank you. Blah, blah, blah".

And then you have their name on your database and you can go back for them later on, anyway, to contact them. But you just want to get them to say, "*OK. Yeah. I'm interested in that sort of stuff. My place stinks! Thanks. I'd just love to know how to do that.*"

But in the report you just simply show the 17 ways, and maybe the 17 ways are actually your 17 products - that could be how you approach it.

It might be 7 ways, not 5 ways, the number's not important.

And you might just say, "Look, the first way you can get rid of odor is to do this, this and this." They need to clean every day, you do this and you do that. But one of those 5 ways might be using your products, so there are different ways you can write the report.

**Yeah. Exactly. Well that's what I do try and do, you know. Things that they are using, I encourage them that that's good as well, but then they can add things and what have you. You don't want to go around and slap people around and say, "Look, what you're doing is crap".**

No! People hate that. People hate that. Oh, and another report might be this:

**"Free report reveals the hidden dangers of working in nearly every workplace ... including yours ... which could be making your staff sick and costing you time and money"**

And that's more of a dramatic report.

Probably going to be more hard-hitting. Probably going to get more people calling for that one, I think.

"Free report review of the hidden danger of working in nearly every workplace, including yours, which could be making your staff sick and costing you time and money". People would most probably be ringing just to find out what the hell that is. Just out of

### **Out of curiosity**

Yeah. That's it. They want to know what that is. So that's another way to approach this market. You've got 2 good, strong ways now to do that and you might find that, look, giving away the product for 14 days, 80% of people end up keeping it and it's great for you. That's a worthwhile offer for sure.

You might find that people say, "No". Maybe they're not really interested in going that far upfront, but they might want to take the free report, and then you can make the offer to them. Once you've established some credibility. And these folks, hopefully you can ring them up and say, *"Hey there John. Did you get that report I sent you out? Good. OK, did you have any questions? Pretty interesting report, isn't it? Yeah, that's right."*

Elizabeth, what I'm saying is you should put some scientific evidence in there as well, if you can.

### **I have. I've got all that sort of stuff.**

Great. Put it there. Don't go too in-depth. Make it interesting. Keep it interesting. Don't bore them, but let them know that this is all backed-up with proof. It could be happening in their workplace. So that's what I'd be doing.

## Excellent.

Just some other strategies I want to give you. You want to make it feel irresistible, and you're already understanding how to do that. You can also make it much more irresistible when not only will they get a free 14 day trial, but you also send them a report valued at \$39 which reveals the hidden dangers for workers in every workplace.

So you're going to combine both the offers now.

And make it totally irresistible. They not only get a 14 day trial, but they get to keep a report on the 17 ways to do such-and-such. You know, whatever your report's going to be about. And its value, put a value on it of \$39.95 perhaps. Or \$49.95. Depending what it's going to be like.

That becomes irresistible. You can then add to it and say, *"And also if you call in the next 30 seconds, if you call today, we'll also have a special offer for you. It's a mystery offer. We'll tell you all about it when you ring, but it's worth \$119.95. It's yours free. The gifts are to keep no matter what".* And I don't know what that is, I don't know what it is. You've got to solve that problem. But you could make gifts up that cost you nothing - perhaps there's something in your range which is very, very, very low cost for you.

## Yep

You can give it to them. A little fragrance ball or something like that, but tell them it's a little mystery gift that's only there if they call today. So it becomes **"Wow! Free 14 days trial, free report valued at \$39.95, plus this free mystery gift!"** You know, you keep on banking it up until it just blows their mind.

It costs them nothing and that's how you get good response from direct mail - creating an irresistible offer. What I'd also be doing is - and this is probably the last strategy I want to give you then you can ask me any question you want really - is: I'm sure you must have happy customers?

## I have.

Maybe happy customers who have actually written to you, on paper, how happy they are?

## I've just started collecting some testimonials actually.

Good. Testimonials is what it's about. In this letter you could squeeze one or two in. Like you can keep the point size down fairly small and squeeze 1 or 2 testimonials in from someone saying, *"Yeah I tried the thing for 14 days and I couldn't believe the difference and the beautiful fragrance about the place" or "I couldn't believe the difference - there was hardly any odor in the air at all. In fact some of our customers actually made comments about it. Thank you very much."* A testimonial like that from "Peter Jones from Warrigul" - make sure you put their name and their suburb - is fantastic. These put your credibility through the roof. OK?

**I just got one recently from one of our key customers using this at the moment, Australia on Collins in Melbourne, and I just recorded what he said and took a photo of him and he's happy for me to write down anything I want to say and he'll sign it, because he loves it.**

Sensational!

That's just what you want.

**So if I just put part of what he said - obviously I'm not going to put the whole testimonial on that ad am I?**

No, just take out the good stuff. Don't put the whole one in there. It could be a whole letter long, it could be something like that, but you want to just take out a good sentence or 2, maybe 3, that is worthwhile. It actually lets the customer see, *"OK. Some person tried this and couldn't believe the difference"*.

**About 1% have ever come back.**

Oh, there's always going to be that, absolutely. No matter how good your product, there's always going to be - yeah. But that's fantastic.

**Mostly everyone's really happy with it.**

Yeah. And so only then, only once people have this in - what I was concerned about was, you're actually doing a little bit too much up-front with this letter you've given me here.

You're talking about "flexible invoicing", "one central contact for all your inquiries" - that's stuff that's down the track.

For this 14 day trial they don't need to know that yet, and don't want to. Only once they've decided yes, they're going to do business with you, will that be important.

So you want to make it absolutely obligation free and hands-off. Free. No problem. No nothing. And don't even talk about your business or other good parts of your business.

**Any of it. Yep.**

Don't talk about contracts, anything like that. Your staff. Nothing. Just tell them what they're going to get out of it. *"As soon as it's installed here's what will happen to your workplace, here's what you'll experience"*. Get them experiencing that way. Yeah.

**OK. No worries.**

Very good. You might even find that stretching it from a 14 day trial to a 30 day trial gets even more people holding onto it.

**Yeah.**

Because 14 days can be a little bit quick. You know, they're in meetings or at conferences - *"Oh! I didn't actually get a chance to experiment. I'm busy, busy, busy. Haven't even noticed a thing."* Thirty days might be something you want to test out as well.

**OK. That won't be a problem.**

Absolutely. Now that's all I really want to give you today. You're on the right track. I don't want to blow your mind too much, but get these basics correct. Master them and get that happening.

**Yeah. OK.**

Now, is there anything you'd like to ask me?

Any problems you're having, any parts you're not understanding?

**No, I can understand everything. I understand everything that you're saying and I've only just - I've been in sales for years and it's like I've never even been in sales when I look at all this stuff.**

Yeah. Well it's a whole new ballgame, isn't it?

**Yeah. It's very good though and I really like it and - like this is just some of my first attempts so I was really pleased to get it because it's hard to read that whole manual and absorb it all and - you know what I mean?**

**Like, you've got to keep reading it and reading it. So it's really good to get those key things, because you can obviously see it straight away.**

Yeah. See it instantly. Absolutely. Help you out and tweak it up and you're back on track.

**Yeah. So the free survey and report valued at \$195 - can we use that at all?**

I think you might want to hold that off. I think once there's - if they've held onto it for 14 days and your next contact with them is around the 14 day mark, you want to get their impression of it.

If they're not interested, that's fine. You take it back and off you go.

But if they are interested and they keep it, then I'd be saying, *"You know what we can also do for you. We've installed that in your bathroom so that's there to stay - we've installed it, you keep it and no problem at all. What we can also do for you though is give you a free survey and report and see about the rest of your place. No obligation again. It's totally free."*

That will go down much easier. What you're trying to do here in this ad is too much. Trying to jam too much in. Just take it in baby steps and people will be much more comfortable with that.

**OK. That's really good.**

People don't just trust you. Not just you, people just don't trust strangers. You've really got to build up credibility.

**That's right. Yeah. OK. That's good. I can't think of anything to ask. I've written down plenty of notes!**

**Excellent.**

Good one.

**Thank you very much.**

Nice to talk to you and I wish you the best of luck.

**Thanks very much, Brett. Goodbye.**

## **Brett McFall's Power Coaching Session #2 - Brett Purser**

Hi Brett Purser, so what did you find best about "Inside Secrets Of Advertising?"

**Oh boy! There were so many things! I've got marks all through the thing. I'd say the things with the bullets. The points that you were making there about trying to sell the benefits, or show people what the benefits of the program were, rather than just get up there and say, "Well Sure Slim does this, and Sure Slim does that. Sure Slim does that".**

**Let them know what they're going to be able to gain from the program and try to word it in such a way in which I can try to get them to form that initial thing to respond to, coming and seeing us, or making a phone call.**

**The other points that you made about offers for them - different things like that - which was good.**

**I mean I'd love to be in a position where I could give a person a full money back guarantee. Given what we do here - we're not a pay-as-you-go - it costs me about \$300 to generate a person's program. Now they come in, we sit down with them, we go through their program with them, they take their program, they start to implement that, they come in for their weekly weigh-ins. We have had a couple of clients - very few, probably just a handful - where they've come in for a week or two because we've split the cost for them so they could pay the final remainder within a month - and what they've done, they've come in once or twice, just to get it sort of a little bit more in the head, and then we never see them again. They don't have anything that they can really bring back, *per se*, like if I was selling products or something like this.**

Yeah. At least you have now an understanding of the guarantee. And you can always find some ways to actually guarantee someone's purchase.

**Yeah, I'm always looking for ways - because I know that another weight loss company did - they've been advertising a thing where they guaranteed that if you didn't lose weight within your first week they would refund you the cost of the foods that you'd bought, plus the money.**

**So basically you'd be - "What have I got to lose?" If you haven't lost your weight, you get everything back. My problem with that is, I've already spent the monies from the Head Office to generate the person's program. So I've got to look for ways in which to work something like that out.**

That's right.

**And I'll get to that.**

If you can't actually guarantee how much weight they're going to lose you can guarantee the actual service that you offer. You guarantee you'll actually be with them, monitoring them, for x number of weeks.



You guarantee to give them the advice that they need, free of charge, over and above whatever they pay.

You know, you can guarantee so many different things, perhaps just not the weight that they need to lose. Guarantee you'll be there for them. And often that might be even more motivating than losing weight.

### **That's true**

They can actually rely on you. *"I guarantee you'll have my home phone number, so if need be you'll have me there."* You know, I don't want you to run off - but I'm just giving you ideas here, that you can always look at it a different way.

OK. With your letter in front of me. You've made a fairly good letter there. You've put some good points down and you understand the power of written communication. That's good.

What I want to do for you today is first re-adjust the way you're going to attack this, for a very big reason, and it's this:

*People don't care what you do, or what you offer, until they know how it's going to benefit them.*

### **Yes.**

Just like you don't care what the shop down the road sells unless it has an interest for you. OK?

### **Absolutely**

People can come and knock on your door all day and if you don't like them, don't know anything about them, it's like "Mate, go away. Leave me alone. You're a hassle".

But suddenly they walk in and they've got a brand new Porsche out the front and they're offering 30 days free trial. Hey! Maybe they might have a bit more interest for you. And suddenly you're interested. So you've got to remember that with your guys - they don't care who you are at this stage. They don't know you. You're one of many people out there offering weight loss. OK? One of hundreds. And you are not - in their mind you are not anything special.

So you need to approach it from that angle. And by offering a free seminar, like you are - that's a fantastic way to do it.

The thing you don't want to do is actually incorporate the seminar in this letter. Tell them about the seminar - then start telling them about Sure Slim.

For that reason only, that I've just been through, at this stage we're trying to get people into your seminar to check you out.

To see whether you're for real, to see whether they want to do what you want to suggest. You don't want to start selling your company, or your program, at this stage. This is the thing that most companies just don't do.

People will come for free information, free seminars, as long as there's no company stuff attached to it. They just want to come for the information first, and if they like that, then they're more than open to actually do business with you. So with this letter, I'd actually cancel out any of the stuff you talk about on the Sure Slim program - which is down towards the bottom half of that letter.

**Which one are you actually looking at?**

Ah number one. It says "No. 1" at the top. The headline is, "Are Your Clothes Shrinking?"

**Yep. OK.**

So, that one there, the bottom quarter, you're starting to talk about Sure Slim. I would avoid that and I would just make this ad an ad for the seminar only. Once they get to the seminar then you can tell them all about Sure Slim. You can tell them all about testimonials. You can tell them everything they need to know then. After you've given them the good information.

That's where you build your credibility. That's where the customers warm to you and they think, "*I want to deal with that guy because he gave the good stuff up-front without trying to con me into this, con me into that*".

And that's a very simple little difference, but virtually no one uses it. Every company wants to get their own advertising in there, their own company name, logo. You haven't tried to do that. You're going to talk about the program here in this letter and I think it's probably better to leave that until the actual seminar.

What I'd perhaps be doing, in terms of headlines, is I'd be focusing on something newsworthy like ...

**"Five deadly mistakes most people make when trying to lose weight"**

As opposed to "Are your clothes shrinking?" And I'd actually be testing these headlines. I wouldn't actually be mailing out 250,000 all at once.

**Oh no, I won't be doing that. I'd only be doing, probably, a maximum of a 100 of them.**

Yeah! Good!

**Because I've got photos for testimonials coming back on Wednesday. I've got a guy who does all our artwork for our head office, he's organized them, designed a "DL sized leaflet" to send out in the letters. So he's got the basic design of all that to do. But no, I was only going to do like 100 max. of each of them, and maybe only send out 600. I would put them in different envelopes, put different headings, try different things.**

One hundred is not enough to test.

No. Five hundred would be about the minimum you would ever think. One hundred is just not enough to test a headline or test a package

**I suppose it's not really, is it?**

No. It's just not because of your market. You really are sort of - out of that 500 you might be lucky to pick up 2 people, if you're lucky. That's just how the stats work.

**Yeah.**

But they could be much better than that, obviously.

**Probably about 2%.**

Yeah. That's right. Yeah so with 100, it's just not enough to get an accurate indication of your marketing piece.

So what you want to do here is - and again I don't know what this DL brochure is all about - but again you be careful here that you do not - how you handle this. You can do 1 of 2 things. You can test the way you were going to do it, and you can test what I'm suggesting to you: just a 1 page letter to these people advertising the free seminar. That's all it's for.

**OK**

And then you can test that against this deal brochure, let's say - whatever you're doing, and whatever you've currently got. The thing is, we've got to find out which one of these is the biggest motivator

**Absolutely\_**

I want to give you a tool here which I think you should definitely test out, and it's the headline like that: "The five deadly mistakes most people make when trying to lose weight". This is what the seminar's all about.

And I'm taking a guess at that as well. You might want to change that headline, but I want to give that to you as an example, as a template to base this letter around. OK? This letter's only to get people in there.

You might actually try another headline, like this:

**"Free weight loss seminar (valued at \$39) reveals the 2 amazing secrets for taking the weight off, and keeping it off"**

This letter just advertises the seminar.

In fact you can actually put bullets down the page - because you've actually covered those in your copy. You can actually put bullets down the page. You know, "What stimulates your hormones?" "How to control them". "Your own body's metabolism - how it works - what drives it."

I'd actually be putting those in separate bullets down the page. This is all the stuff you're going to find out at this seminar. And that's all you put in there.

And you sign it down the bottom - you know, "Brett Purser" - and you don't even have to put your company name. You can actually put, maybe, "Weight Control Specialist". Keep it really, really neutral

*Why am I suggesting this?* I'm suggesting this because there is such a - everyone thinks that people who are showing you how to lose weight are all in it for the money. And so there is a bit of resentment out there. It's the neutral people, it's the advice they get from editorial stories in newspapers, that they believe the most because it's written by journalists and people like that.

### **Exactly**

You want to come from the approach that you're just someone there to help them and if they choose to use your advice, then you're going to use the Sure Slim program to give to them.

This is the whole difference in the marketing campaign I'm suggesting. So that's what I'd be doing if I was you. "Free weight loss seminar", in brackets put a value on it, "(valued at \$x), reveals the 2 amazing secrets for taking weight off and keeping it off". Maybe it's 4 amazing secrets. Whatever. The number's not important right now. But that sort of a headline is probably going to do fairly well.

Then underneath that, also, perhaps a little splash or something:

**"Plus you could win a BMW Roadster for a day ... plus find out how to get a \$60 Beauty Salon voucher free"**

OK? So now it becomes an IRRESISTIBLE OFFER. To not go to this seminar would be - I'd be losing out. I mean I can just go and I can get some free information plus I could also win the BMW for a day, you know?

**Yeah.**

I've just got to attend! And suddenly you've gone from, "What are these guys trying to sell me?" to "I've got to get tickets". That is the difference, that's how you do it.

Another option you could do is to actually attach 2 tickets, staple 2 tickets to the letter that gets put in their mailbox, and the headline says,

**"Why have I attached two \$39 tickets to this letter?"**

- that's the headline.

And then it gives you the permission to tell that. "Basically I'm about to invite you and an exclusive number of people - only a small, limited number of people - to an exclusive seminar that will reveal the 2 amazing secrets for taking the weight off and keeping it off". See I've just merged in the headline from the last example.

**Yes**

And then you just go and tell them - "This is what I'm going to tell you. You're going to find out this, you're going to find out that, you're going to - blah, blah, blah. But there's only 30 seats available. You must order now. Please ring this number. Your tickets are valid, but you must register first. And normally you would pay \$39." That sort of approach is information first, selling second. That's the sort of approach which works the best.

Another way to start it off would be to use a testimonial headline of something as simple as this (in quotes):

**"I lost 15.3 kilos in 6 weeks using this program"**

**Yeah. Well I'm using an ad at the moment that's on the back of the buses and in the internals of the Manly ferries where a guy says that - his thing was: "Sure Slim saved my life" and then underneath that he's got that he lost 47 kilos in 16 weeks.**

OK. Fantastic! But here's the change. Get Sure Slim out of there and he could say,

**"I lost 47 kilos in 16 weeks using this amazing secret"**

The "amazing secret" is the killer. That is the clincher.

**People say, "Oh secret! What's the secret?"**

Yeah, "What is the secret?" And then you - that's what you want them to say. "I'll tell you the secret. Come along to the seminar, I'll reveal everything." And that's how you do it, OK?

Another headline to test out would be this:

**"Warning: if you've ever tried to lose weight and couldn't, you must read this"**

Now that is just a headline to get people to read the ad. It's an ad for the ad. OK? Anyone who picks that up and reads that headline, if they've been wanting to lose weight, they will read the copy below it. If they don't, they'll throw it away.

But immediately it will get your target market focused on your letter. That's a template headline you can use nearly anywhere. "WARNING" - in capital letters - "WARNING: IF YOU'VE EVER TRIED TO LOSE WEIGHT AND COULDN'T, YOU MUST READ THIS!"

You can use that on the front of an envelope, you can use it on brochures. A powerful, powerful template you must use.

**Absolutely. Yeah. That's, that's really good, isn't it.**

Yeah.

**I could see the benefit of that. People would think, "Oh yeah" - because I mean, everybody's tried. Stacks of people have tried and they haven't been able to, or they have and they've put it all back on again.**

Everyone's got a weight problem! Everybody!

Yeah.

Or nearly everyone. But you want to make this look like it's either a free report or it's a letter - not on company letterhead. Just a letter to them from you. But professional looking. It's from *you* to *them* - not Sure Slim to them.

Just to get over that barrier. You want to break down the barriers here.

Another headline could be this:

**"If you want the answers to losing all the weight you want -- and keeping it off ... (safely and easily), this could be the most important message you ever read"**

That could either be a headline or it can be your opening sentence. After the "WARNING" headline that can actually be your opening sentence. You've got dual purposes for it, or it can just be a headline on it's own.

That is another template that you can use - "If you want the answer to this, then this is the most important message you'll ever read" and you can add in the actual bits you want inside there. OK? Does that make sense?

**Yep. You're taping this, aren't you?**

Yes I am.

**Good. I can't write it fast enough. No I can see the benefits of these.**

Absolutely

**Absolutely, yeah.**

Here's another headline:

**"At last! An easy way to lose weight without eating food that tastes like crap"**

*Now why would you do that?* Because it's a little bit out there and we want to shock these people - and for some people it might even offend them. You might get a call here and there saying, "That's ridiculous!" OK. That's part of doing business.

The bottom line is, you want to talk in people's language. I mean, there are a lot of people out there saying, "I love losing weight, but the food tastes like shit", you know?

You want to see if they identify with that approach. Finally someone is prepared to say something in normal terms. You've got to test that out. It may work, it may not, but this is definitely an approach I would be testing out because, simply because no one does it.

And the last approach I want to give you for this is a different approach. Other than the seminar - some people feel confronted by a seminar and feel they're going to be "sold to." They just have the suspicion. They've done it before and they feel, "Oh no! What are they trying to sell me?" OK.

So you've got to cater for that. So what you can do is make it a little bit less risky for them by offering a free report, instead of a free seminar.

## **"Free report reveals the shocking truth about why 99% of weight loss programs don't work"**

That's all the letter offers. "A free report reveals the shocking truth about why 99% of weight loss programs don't work". Then you're going to tell them: "If you call for this report here's what you'll find out: this, this, this and this". And it's all the stuff from your seminar, anyway, but simply in written form.

So it might take you a little bit of time to actually put that on paper, but it should be only maybe 3 or 4 pages anyway. Or you can actually tape these seminars that you do and have someone transcribe it onto a computer and build the report out of that. That's easy. But you might find that is more appealing for these people.

### **Something they can have a look at first.**

It's no-risk.

### **Yeah. Exactly.**

The other good part is that they will ring up and they will give you their mailing address, which goes onto your database and becomes part of your whole marketing profile over the next year.

So if they don't respond the first time, the second time, or the third time, you can keep on approaching them.

Say, *"Yeah, it's been 6 months since the last time we talked. If you're still having some weight issues I can tell you - here's some examples, here's some successes we've had in just the last 3 months alone"*. Bang, bang, bang, bang. All these testimonials. You know you're going to get them, eventually, to try you out.

You've got to make it as risk-free as possible and make it so irresistible that people would feel silly if they didn't do something about it.

So the good part of that is - offering a free report is good because it actually helps you build up a database and you'll probably get more people calling for the free report than the free seminar. Again, that may be wrong, but I just have a suspicion that's what will happen.

### **Yep.**

And so it's good because it will allow you to capture more addresses and put them on your database, instead of mailing them out to everyone.

What you want to do in this letter, also, is, towards the end, (once you've made the changes I've suggested about taking out the Sure Slim part - all you're doing is advertising the seminar and the benefits of that), you want to ask some questions, like:

*"Don't you feel like you owe it to yourself to get this key information?"*

*"How would you feel if this time next week you knew what to do about your weight?"*

*"How excited would you be about discovering these new, simple strategies for losing weight, this week?"*

You see the questions I'm asking there? They're doubt-creating questions and getting people to say, "Yeah. Yeah. OK. That probably would be a good idea".

*"What is it worth to you to be able to find this information out totally free - about how to keep your body in great shape?"*

*"Wouldn't that excite you?"*

*"Wouldn't it be better for you and your family?"*

*"Wouldn't it allow you to make a start on this journey of yours today?"*

*If you agree, then come along to the seminar. It's totally free. There's no obligation. I'm going to give you some information which you can take away today and put into action in your life, and start losing the weight that you want".*

OK, that becomes, again, irresistible. Just by asking those doubt-creating questions, that really puts it back on them. It almost attacks their conscience. Like, you know, *"How would you feel if you did this? Don't you owe it to yourself to do it?"* Very, very powerful.

You've done well in that you're trying to create a really good offer with the "BMW for the day" and the "\$60 Beauty Salon voucher," so you want to make the most of it.

Anytime you write a letter to these people, you want to perhaps remind them with a splash, and then again in the copy as well, like you have, so that's good. Anything to get these people along. So you understand that very well. Most of the stuff you've actually got happening quite well, just with those few changes, that'll make a huge difference, I think, to the impact.

And when you put bullets down a page to list all the benefits of what is going to be in the seminar, you want to always put at the end of the bullets - Let's say you put there:

"You'll discover the hormones that are responsible for permanent weight control". Well, after that put, **"which means \_."** They're the key words: "which means".

I actually cover that in the manual. "Which means...?"

Because it forces you to put it into their terms. "The hormones that are responsible for permanent weight control, which means you'll understand why you're gaining weight from the food you're eating". It explains why that's important. Does that make sense to you?

**Yeah. It does.**



And all those bullets - you just want to tell them what the real benefit is. How it works. What drives it. How you can control it. **Which means** that you'll be able to take control this afternoon, or this time next week. You'll know what's controlling you, why you're eating the food you are, why you crave the food you do, and what you can do about it now. The sort of stuff that you would say over the phone with people or in person.

Stuff you would normally say, you've got to say that in your letter because your letter is your salesperson. You have to imagine that this letter going into their letterbox is really basically you knocking on their front door.

And you've got around 30 seconds to impress these people so you've got to go for the jugular.

By telling them, *"Look! This is what's in it for you. And it's totally free, there's no obligation. Plus you could win this, plus you could win that. I'm going to give you this. I'm going to give you that. Doesn't it make sense to come along? There's totally no obligation. Come along and check it out"*.

Essentially your letter is really there to talk to people the way you would in person. To tell them the benefits.

And I'm sure you won't ever fall into this trap, but just some general advice: **never get formal in your writing**. Never ever fall into that trap. Never think that you have to write you copy too up-market. You can always keep it very much conversational. It doesn't have to read like an essay or anything like that. Very much like a conversation.

That's generally all I want to give you today, Brett. You've generally got the principles going well. Is there anything else you'd like to ask me about that? Any questions about what I've said or something which I haven't covered, perhaps?

**No, I think it's been covered pretty well. I can see the pointers that you've made about changing the text, changing the titles, the number of titles that you've mentioned - even the idea of putting the 2 tickets in there.**

Yeah. It makes it stand out.

**The report, all those types - and as you were talking about them they were coming back to my mind, too, with the reports, because I remember that being in there.**

Yeah, absolutely. A free report is one of the most powerful tools you have in your marketing arsenal and so few people use a free report, or a free audiotape, or a free videotape, yet it is one of the key strategies.

*And why is that so?* It's because it offers value for free. Immense value for little cost.

The customer doesn't have to do much to get it. It's easy to pick up the phone and order it. It's not going to cost them anything. When they get it - they're actually looking forward to getting it - and when they get it there's got to be good information in there.

And when they read that good information they're excited about you and/or your business.

And then when you call them, or they call you, they are on your side. That is the difference.

You become *a welcomed guest in their lives rather than an unwanted pet*. That's the key. And that's why it's a tool that you need to have. You should have a free report on hand to give out to anyone who's interested. A free video or a free audio.

When you do these seminars you might want to have someone videotape them. But give good information. Give real good information. Stuff that they would find out from a journalist's point of view in the local papers. Good advice. And do about 30 minutes of that at least, and then only after that do you say, *"Now if you want this sort of benefit, and you want the easy way, rather than doing all this research yourself and trying to find the foods that are best for you, I've found a system which I think does all of this, and more"*.

And then you've got their permission to tell them about what you're offering. Does that make sense to you?

And that's the secret of selling; it really is the secret of selling. You can do it on paper, or you can do it in person, but you already know a lot of those things for selling. You just need to put that down on paper.

### **Excellent**

What else, my friend? Any questions?

### **No, the ball's back in my court now to try to**

Yep. Just a little bit of a re-tweaking and that's all it is.

So you get maximum impact.

**Well as you were mentioning, too, from the folder that I was reading through, a lot of the times it's just a matter of changing the heading, it's a matter of just re-arranging what you have to say, or how you say it.**

**As you say: at the end of your bullets saying, "which means\_" and outlining what that benefit actually means for the person, rather than leaving it up to the person's mind to try to think, "Well, what does that mean? How is that going to help me?"**

That's right.

**You've got to basically spell it out. I understand more what you're saying now. From the point of view of how you'd have a conversation over the telephone to somebody. You'd make a comment and then you'd tell them, you'd explain what that comment means. You need to do that in print as well.**

That's right. Never be afraid to have impact by pushing the boundaries a little bit with the headline. Create controversy if you can, if it's justified.

Create it if you can because you need to shock people. None of us have really that interesting lives. We generally all tend to have fairly average lives when we look at it, and it takes a lot to sort of blow us out of our comfort zone.

So YOUR marketing piece, when it comes in someone's door, has to be that one thing which people say, *"Wow! I've got to show this to my husband. I've got to show it to my friend down the road. I've got to show it to my sister"*.

That's what your number 1 goal is - your goal should be to have people saying, *"Is this guy for real?!"* That's the sort of impact you need to have. Otherwise you will be lumped into the same category as everyone else that comes in the letterbox.

And you're doing a smart thing, because *learning how to write copy is the most financially significant skill you'll ever, ever develop* because it can make copies of you as a person.

You can send out 1,000 letters. You can send out 10,000 letters. And they all become you, a salesperson, on paper. And that's the power that it gives you.

And you can then take that on to the Internet as well. Everything you've just learnt in that manual, ***"Inside Secrets of Advertising"***, can be applied on the Internet. You can offer a free report through the Internet.

People can just click on to see it - you can actually set up an auto-responder so that people actually just send you an e-mail and bang! the report comes back to them instantly. The good thing about that is you actually get their e-mail address. You can then approach them. So there's that approach as well.

So you've got about 4 or 5 different ways that people can actually access the information that you have in your head, and that you were once going to give away in a seminar. You can give it away in a free report, free audio, or free video - there's different ways to do that.

**In the seminar that we do, it's a PowerPoint presentation that we give. We have taped it before for sales things, just so I can see how the other girls that do it, do it, so I can note other things. They're the types of things that we can easily send out.**

Yeah. But the PowerPoint isn't good to send out. I can tell you that.

It needs someone to take you through it.

**Oh, no. I video it in such a way - actually I was doing the presentation with the PowerPoint presentation, and videoing it.**

Yes, that's right. Absolutely. In fact you might want to put on the front of that video as well: *"What you're about to see is a live seminar called "The Amazing Secrets for Taking Off Weight and Keeping It Off" which I did recently. And what you're going to find out at this seminar is this, this and this". You know, a bit of a prelim. to it. "Enjoy the video."*

And that sort of stuff is good. And you may need to stray away from the Sure Slim way of doing things a little bit, you know?

**Yeah, yeah. No, I understand that.**

Go for the information and letting people be interested. People are asking you, "Well how do I do it? Brett, how do I achieve what you're talking about?" OK. This is how you do it. You do this, this and this.

People are giving you permission to sell to them.

So I'm glad you got so much out of the course.

I've actually put up there 5 of the hottest money-making secrets that I know in marketing - FREE information for you. Check it out. And I wish you the best of luck with this campaign. I think you're going to do very well actually.

**Yeah well, I need to. It's got to the point - it's been something I've been waffling on about for ages, about doing something. I've had your manual since August or September last year and I've only just got to the point now where I've thought, "No, I've got to do something about this". I read right through it and yes, so now it's something that I've just got to put in place. The sooner I can do it the better.**

Yep. And you feel you've got the skills now to do that?

**Sort of!**

Sort of? If you feel you don't, then go back to the manual and you'll find certain areas where I actually tell you how to do it and what to do. How to write benefits, etc. You have those tools there. And the other thing to remember is that whatever you're going to write, it's going to be what you would say in person. That's the number one skill to remember. OK? If you're ever wondering, "What do I put here?" - "What would I say if the person was right here in front of me?" I'd say this and this - and bang! You're off. You're off and running. OK?

**Right. What you would say.**

Absolutely.

**OK. Excellent.**

Good one.

**Very good. That's great.**

I wish you the best of luck, my friend.

**Thank you, sir!**

Good luck

**It was great having a chat with you today. You've given me a stack of things to mull over and start to put into place. I want to try to get this in place, get them out, before the end of the month.**

Good stuff. Good to hear.

**Some of these headlines are great. Excellent, actually. "The Five Deadly Mistake People Make When Trying to Lose Weight" - that's great. Great headline just to put on the cover of the envelope.**

Fantastic.

**OK, Brett. Thanks for that mate.**

## **Brett McFall's Power Coaching Session #3 - Jan Denford**

Hi, how are you going there Jan?

**Not too bad.**

Good one! Thanks for calling on time. That's much appreciated. How are you this morning?

**Good.**

OK. I've had a look over your ad, and also tried out your product -- the Podlett. My wife loves it.

**Yes. It's pretty much a woman's thing, but I fight my husband for mine quite often.**

I can imagine so! Yeah, it's a good little thing. Now just before we start, do you make them or do you import them?

**I started making them myself - because it just started as a small thing. Friends wanted what I had and in the end there were too many and so I got a little factory not too far away to make them and she has all the industrial machines and things. I want to be able to put "Made in Australia" on them, as one of my little perks. And we can make them fairly cheaply, so, so far that's working.**

Great. OK. The problem is ... you're just not selling enough to make the advertising worth it, is that right?

**No**

How had you been selling it before advertising - what have you been doing?

**I want to do mail order. I want to work from home and so I thought something mail order would be good and so I thought I could put that in there. People could send me their checks or money orders**

That's right. Nice and easy.

**Then I could package them up. And I put that ad in and I just felt like "This doesn't work".**

Yes, it's very disheartening, isn't it?

**Yes.**

OK. I'm going to ask you to work a little bit harder. That's the ultimate thing.

And in order for you to work at home, it's a great luxury and really good convenience, but I'm going to need you to work a bit harder on the marketing side.

You obviously know that you "have to," and as long as you "want to" then we have some hope there. So as long as you're open-minded to that I think you might be able to do something with this. We've got to find out first however, whether people will actually pay the money for it. You obviously have some history of selling it.

How long have you been selling it?

**Just last winter. The winter before that I was very ill, I spent the whole time laying on the couch, the whole winter long, cold, trying to keep warm, and cold bones, and not well, and I thought, "If I ever get out of here again I'm going to make something where I'm not constantly bending down to tuck my feet up" because I didn't have the strength to do it.**

**So when I got up I made it, and after I made it, every time I walked back into the lounge room again, there was family member in it and you couldn't get it off them. So I ran up one for each of them and we never got out of them.**

**And then my sister, who works at a huge medical center, said, "I'm going to take one in to work" because she was sort of into marketing at one stage.**

**She took one down to work and she emailed me at morning break and she said, "They're fighting over it. The girls are fighting over it in the kitchen!" And this was like a cross-range of secretaries and matrons and health care workers and so on.**

**And she emailed me and said, "Quick, do me an Order Form; everybody wants to know how much you want for them and what colors can they have them in".**

**And so I ran down to the shop and I got half a dozen samples of different fabric and I made up a figure out of my head and said, "All right. Mother's Day is coming up. Let's do a Mother's Day Special. They're normally \$60. They can have them for \$45" or something like that.**

**She emailed me back about 3 hours later and said, "I've got 5 orders." And then she emailed me an hour later and said, "I've got another 10!"**

**And it went on like that for days and days and so I sewed 50 of them by the end of the week and sold them all. And so then I went down and I lugged back more fabric and I made more and that was just how it went all that winter. But it was just hand-to-mouth stuff. But then I thought, "OK. Next winter I'll put an ad in the paper".**

**And I put it in and I got 1 order.**

OK. Here's the deal. Here's the difference - and this is a big distinction. I'm glad you told me that story because that story alone might be something you need to tell people in your ads and in your copy. OK?

They'll want to know, "How did it come about? Did you make them? Did you design them?" They'll want to know that stuff, OK? So that's good. In fact when you sell them I want you to put a little card in with them saying, "Here's the story behind the Podlett".

And what you've just told me is now on tape, because you're going to get a recording of this, and you can go through that and type it in. OK? Perfect. Well done!

Now, here's the difference between selling it in a newspaper and selling them the way your sister did them for you.

With the ones that your sister sold, the people were able to feel them and try them out, and that sold them. There was no ad to sell it. They simply saw it, had a look at it, felt it, and thought, "That'd be great!" and they were dying to have one.

That is the key.

It's the emotional attachment, which women have more than men. Women have this wonderful ability to actually attach themselves emotionally to something like this and just love it. OK? Men generally attach themselves to different things, like cars, bikes, boats, machines etc. They have that affection with cars. But you have this wonderful thing here with women that once you let them feel it and see it, this product will go through the roof. So that's got to tell you something. And what I'm about to reveal to you, or give you some ideas on today, is about giving people a free trial.

## **Right**

This is a very proven, direct response technique. We let people try something for 30 days. They still give you their credit card, or send you a check, but they can try it for 30 days and if they don't like it, they can hand it back, and you'll hand back their money.

When you're doing something by mail order you have to have a money back guarantee. And if you cannot afford to have one, or you're afraid to have one, you have to get out of mail order. That's as simple as it is.

Because when you buy something through the mail, Jan, you don't know where that check is going, who it's going to, or what the people are like who are receiving it. You don't know whether you're going to be taken-on. OK? There's a lot of rorts going around. There's always someone being brought up on A Current Affair or one of those documentary shows about people taking advantage of them. So you've got to be careful of that so you have to take the risk out of it for your customers and say, "Look. Try the whole thing - on me". No problem.

## **So a 30 day trial.**

Thirty day trial. Now that's going to help you out in getting some sales, that's for sure. But what you'll also find is that if you were to - and I don't know if you want to do this, because you want to work from home - but if you have markets near you I would actually be taking it to the market and selling them the same way that your sister did. By letting people see them, feel them, hop in them. And you'll sell them by the bucket load.

## **OK.**

Now whether you want to do that is up to you.

## **The only thing I wondered about that was whether or not people who come to the markets, would they be able to afford them?**

Absolutely. These are the same people who are going out and spending \$80 on a dinner every Saturday night.



The same people who are going to the clubs.

The same people going to the movies, entertainment shows - but they're going to the market to find some things cheap. Sure.

But if yours is worth it, and they love it, and they try it, just like the people who were at your sister's work, I think you'll find a good response there. If you don't want to do that, have someone else sell it at the markets and give them a commission.

**Yeah I could get somebody else.**

So that's a definite thing because the feeling part is the key. With females, feeling is very important. It's just a psychological thing, that's an absolute fact. So it's very important to get it into their hands. There's the actual feeling side and then there's the other ads where we're going to say, "Well just trial it. Don't take my word for it, try it on us for free. If you don't like it, send it back". So we're trying to achieve the same purpose except one is via an ad where they haven't seen it before they pay for it, and one is in person, where they pay for it when they see it.

**OK.**

Now I want to talk about the ads. If you're going to do this, then I'm going to give you some headlines. You don't have to take this down right now, because you're going to get it on tape, but you can if you want:

### **"Introducing the simple way to keep warm this winter - naturally"**

And what I mean by "naturally" is that it's actually using your own body heat. Sure it's nice warm material, but what we found, and I'm sure you found the same, is that it keeps all your body heat in there.

**It does. It locks it in. In fact after a while we found that you get so hot you sort of put one foot out!**

Yes! That's right! So I'd probably try a headline like that. "Introducing the simple way to keep warm this winter - naturally" because there's a lot of people out there who love that approach, the natural thing. "Made from natural fibers", "Australian made". OK? Those sorts of things. When you say polar fleece, what does that mean?

**Polar fleece is what they call that fabric here in WA. That's not what they call it everywhere.**

**Polar fleece - if you go into a shop and ask for fleece it's what they make a tracksuit out of. It's hard on one side and soft and fluffy on the inside. Polar fleece is fluffy on both sides.**

It is nice and soft. And I'd actually be saying that in the copy.

My wife actually said that she thought it was soft to touch and not spiky like some rugs are, you know? So that was a good point. And it keeps your feet warm, which is another thing which people love. And it wraps around you like a rug can't. OK? "*It wraps around you like a rug can't.*" These are good phrases to keep in mind when you're writing stuff.

Another headline would be...

## **"You can laugh at the cold this winter with the new kind of rug that keeps the heat where it should be - AROUND YOU"**

I write these headlines to get people to stop on your ad. I'm going to talk about the whole ad in a moment, but at this stage I'm just talking about the headline. OK? That's how important it is.

And perhaps you might even be able to make a statement here:

*"Introducing the Podlett - retains 83% of your body heat!"*

So that's another headline there. A very simple one that actually tells people what your unique selling proposition would be, perhaps. You know, "it retains heat". The way that a rug lets it out, because a rug's a different enclosure. That could be your unique selling proposition.

What I'm giving you these headlines for is, we've got to find out what is the main motivator. For some people it will be, "Oh, it's nice and soft." Or... "I just like having it all to myself". Other people's would be, "Well, it keeps the heat in, it keeps my toes warm."

You know, for some it will be the logical reasons, others the emotional. And in ads we have to test headlines to find out which one gets the most sales coming in. We don't decide on one headline, we constantly test new ones to see which one brings in the most responses.

**We have a split system air conditioner - we're in a fairly big house so we struggle to warm right through the house - it takes the chill off. But when we sit down in the lounge room of an evening to watch TV we turn on an electric heater and it adds about \$200 to \$300 dollars to our winter heating bill.**

**When I made the Podlett - I'm the worst one for turning the extra heating on - when the 4 of us, my husband, myself and two teenagers, when we all had our own Podletts, we never turned the bar heater on. It never got brought out from under the house.**

Right. You never needed it.

**And so by the end of winter, for the cost of \$60 each for the 4 of us, we had saved hundreds of dollars by not turning that extra heater on.**

How about that then! OK. There is another good saving and good copy to go in your ads or in an information pack that you might send out - because I'm going to give you some information, some details, about them in just a second - because they're good benefits. All right? "Money saving, on heating bills."

And what I'm going to suggest to you is that perhaps another way to try this out is to actually run an ad which gets people to call for an information pack instead of ordering right off the page. And the reason I say that is that if you want to get someone to part with \$60, you've got to give them reasons why they should do it.

You can't simply say, "Here's my product. You should grab it. Give me your money." It just doesn't work. To get responses really happening we need to be able to justify the purchase in order for us to do that.

## Right

So what I'm suggesting is that in this ad, there's just not enough information in there for people to make that decision.

I think that a lot of people will pay for it, easily, but ONLY once they know it's worth it. And so what you might need to do is run an ad saying...

**"Free information pack reveals how to stay warm this winter the natural way.  
Call this number and get your free information pack."**

And you get more calls from this ad because it doesn't cost any money. All it's costing them is a phone call. And then you send them out a sheet or a letter. I would do it as a letter direct from you, you know? "From Jan": *"Dear Friend, Thank you for calling for this information pack. Here's what you should know about how to keep warm this winter, the natural way. "And then you start telling them about the product. You start listing, in bullets, all the benefits. The cost savings on heating. The fact that it keeps the entire warm in, all the heat in. All the benefits listed down the page in bullets. And that way they can make a much more informed decision. Does that make sense to you?"*

## Yes

That's called a two-step process. The ad that you ran was a one-step - you wanted to make a sale from the ad. Another way to do it is the two-step process where they simply see the ad, call for more information and then they buy from that information. So that's what I want you to try out as well.

**OK. And I could put samples of the fabric in the information pack.**

This is it! Now you're thinking about it. Fabulous.

**Well see, the big expense in putting the ad in first was that I had to put in a colored ad with colored samples because they had to make a choice about the fabric and that's why it cost like \$800**

That's right. So how you reduce your advertising costs is by doing what I'm suggesting, two-steps.

**Two-steps. So what do I put in the first ad, then? Do I put a picture or a sketch or just?**

No! No! You might even do this: "WARNING" in big capital letters.

**"WARNING. If you want to save money on heating this winter don't do anything until you get this free information pack."**

Now that's really out of the box there. "If you want to save money on heating this winter, don't do anything until you get this free information pack. Call this..." So they're not quite sure what they're calling for, they'll find out when they get the letter from you. So that's a way to do it, OK?

Or another headline would be:

**"Free information pack reveals the funny-looking human sock that will keep you warmer than any rug will this winter"**

Or something like that.

**Yep.**

Something a little bit - something which is a bit funny, you know. Not funny ha-ha, but it's a bit weird, like, "What is that?" And they simply call for a free information pack, to your home number (you can do it to your home number)

**I have a second phone line in the office here, so...**

What you can do is actually set up an answering machine so you don't have to take the calls

**Oh, OK**

And so that people can actually call 24 hours a day. And you can just say that on the ad: *"24 hour answering machine. You will not be quizzed by any salesperson."* There's no obligation or nothing. People are more inclined to ring an answering machine than they are a person on the first contact because they feel if they ring someone, *"Oh, it could be someone trying to sell me something"* OK? And we get a bit of a back-up against that. Whereas if they can just ring an answering machine then it's hassle-free. OK? That's an option you have there.

Another headline you might want to test out is this:

**"Do you suffer from these conditions in winter?"**

And so we're taking it totally away here from the Podlett. We're saying, "Do you suffer from these?" And then the copy underneath it might say, *"Do you suffer from chilblains, cold feet, cold toes, poor circulation, cold hands"* - just general stuff that you just suffer through winter anyway, through being cold. *"If you do, you should call now for a free information pack to see how you can get rid of this immediately with an amazing new Australian-made invention"*. So that's what I would tend to do with that. Of course your other option with that is to actually put the order form on the ad, but I'm really not suggesting you do that. I really think that perhaps the two-step is the way to go.

**OK. Try that first. Yep.**

Another headline would be:

**"The selfish way to stay warm"**

Right? I'm giving you a whole heap of headlines here, all sort of out of the box areas. And in brackets underneath it

**It is very selfish! Actually I have had people order double ones, so we're done, like, a double pack. You know?**

OK. So you can have those as well. But yeah, the headline is, "The selfish way to stay warm" then in brackets underneath that: "(But gee it feels good!)" with an exclamation mark. OK. And then you would simply tell them - in that ad you might actually tell them about this brand new Australian creation.

You would tell them that it keeps in the heat, it keeps your toes warm, it actually saves on heating costs, "But hey! I know it's just for you. But hey! Isn't it time that you spent some time on yourself?" Or, "Don't you owe it to yourself? Aren't you worth it?" You know, have a little bit of a cheeky sort of approach to your copy. "For more information on the amazing Podlett call this number now. We'll send you out an information pack." So in that ad we actually tell them what it is. OK? So I'm giving you a whole heap of different approaches there.

**Yeah. And we'll try them all.**

Yeah. OK. Here's another headline:

**"Your partner's hot, you're cold, here's the perfect way to solve that"**

OK, so let's say that you and your partner might have a rug. He wants it off and you want it on.

**Yes. That's where we were with the heater. My husband and I were always fighting over who was going to turn it on or off.**

There you go! So, "Your husband wants the heating on and you don't or vice versa. Here's the perfect way to solve that". OK? All these headlines are all just designed to get people to read the ad. Not to order, but to read the ad. OK? That's the key.

**OK**

I want to give you something here which is totally out of the box and this is - after you test all the other ads I've given you, test this out:

**"Yours FREE. Over \$500 worth of valuable bonuses when you purchase the "human sock" in the next 5 days only"**

What do I mean by that? What I'm saying there is that perhaps to get people to order this through the mail you may need to offer **bonuses which are worth more than the actual Podlett itself**. This is an amazing concept. You actually go to, say, unrelated businesses and you say to them ...

*"I'm advertising my business and I'd like to see if I could help you grow yours as well. Why don't you give me a discount certificate to your restaurant, or to your movie cinema, or to your gym, or to your clothes store, or to a sports store, and make it \$50 off, or 50% off, and I'll include it with my product to advertise your business and it means that you don't have to pay for advertising. You only pay for it once they actually bring the discount in, and you're earning some money anyway."*

## Right

So what you do is, when someone buys the Podlett, that's \$60 let's say, you're sending them a voucher booklet which is called "***The Amazing Podlett Voucher Booklet***" valued at \$500! That's \$500 worth of savings. And that then becomes an irresistible offer. See what that does?

## Yep.

Changes the rules completely. They're spending \$60, getting the Podlett and getting \$500 worth of bonuses.

## Right

And that is how we boost up the response. We just add value, add value, add value. When someone doesn't respond to your ad it's because they don't think it's worth the money.

That's the simple truth of it, OK?

And so we have to be able to show them, "*Well, if you do spend your money, not only are you going to get good value from the product - it's worth every cent you're going to pay for it - but here's what else you're going to get. You're going to get this bonus; you're going to get that bonus, this bonus, that bonus*".

So let's just say with the letter that you send them - you know, in the information pack - that at the end of that you say, "*Plus if you order in the next 10 days only we'll also send you 5 amazing bonuses valued at \$500*".

## OK

That's why I'm saying you're going to have to go out and work a little bit harder. Why I'm suggesting it is that now is the time to put the effort in up-front. When you approach businesses most will say yes to that proposition of giving you vouchers to help advertise them for free.

All the stuff I listed, all will get involved in that. A couple will say no. That's OK. You move on. It's their loss. But a little bit of work for you up-front to organize this special little voucher booklet should send sales crazy.

## OK

Because it becomes so irresistible that people feel stupid if they don't take advantage of it.

## **OK. And it doesn't have to be something that's relevant to my business.**

No. Don't make it relevant, in fact. We don't want them to choose that over your business, over your product. We don't want them to go out and buy a rug or go out and buy a heater. We want them to get the Podlett. Make it unrelated. OK. But as long as it's something, maybe from - you're in Western Australia so perhaps

**They could get the videos and the take-away food or something to go with the evening in the Podlett.**

That's right! There you go. Now you're thinking. Fabulous. Fabulous Jan. And that's the way you've got to think about it. So it's perfect. Well done. And those are the sort of techniques that you use to really send sales through the roof. That's going to be the backbone of your business. All the things I've given you here - the strategies - is what will make your business successful. You have a good product that people like and so you've got a head start.

**Right**

And of course you need testimonials too.

**OK**

People who have used it and - look you'll probably ask people for testimonials and they'll go, "Yeah, yeah. OK, yes, sure. I'll write something" and never do. How you get around that is, you write it for them and you ask them, "Would it be OK if I write this for you? Here it is, I've written it out for you. Would you be OK approving that for me? And if you don't like it, feel free to change it wherever you want. Will that be OK? I need some testimonials and I'm trying to grow the business. Would that be OK with you?"

Look 9 out of 10 people say, "Yeah. That's fine". And you write what they want to say. And the best formula is this,

***"I used to do such-and-such and I was frustrated. Then I bought XYZ product and now I feel great".***

That's the formula for testimonials. And you simply apply that formula to your product. You know,

*"My husband and I used to always fight over the heating in winter. He wasn't cold at all, but I was, and so I wanted the heating on and he didn't. And then I found the Podlett and it solved all the problems. I'm now hotter than I ever used to be because the Podlett keeps all my heat in. Jane Smith from Wadbury".* And that's it.

And that goes into your information pack. So your information pack now might be 2 or 3 pages long and your information pack is just a lovely letter from you: "Dear Friend ..." It's like a letter you would actually write to a friend or a family member, Jan.

**Oh OK.**

They're not a big sales brochure. It's a nice letter from you, on white paper, probably done through a computer, printed out on a laser printer if you have it. If not, that's OK. But a letter you would write to a friend. OK. Nice and warm, just like you would talk to someone. That's called a sales letter and it's one of the most powerful marketing tools you could ever use.

I write them all the time for clients and it just sends their sales soaring. Often they make like \$100,000 in 10 days. This is for products that sell for around about \$2,000 to \$3,000, and that is how they do it.

They don't go for these big, expensive brochures. And if you can staple or just include in the envelope the fabric, even better. That's a fantastic idea. Because that's what people want.

**OK.**

And of course the guarantee. And something I'd probably be doing is I'd be sending it along - just like you did to me - along to papers. Sunday papers with lift-out sections on Health and Living.

**Yeah.**

Have you done that yet?

**No.**

OK. These guys will love this sort of stuff. Also magazines like Cosmopolitan, New Weekly, where they sometimes feature products of the season.

**Oh OK. Yes.**

Buy the magazine, find out the editor's name, either write them an email or give them a phone call, say...

*"Look, I'm sending you a gift. It's totally free. Why I'm sending it to you is to introduce what I'm doing. Hopefully you'll see some value in it, but it's your gift to keep regardless and if you see some value I sure would like to answer any of your questions about it. Perhaps you might like to feature it in your magazine."*

And be open with that. *"I'd love to do some sort of joint venture with you."* And then ring them up, see if they got it, *"How'd you go there, John? Did you get my Podlett? OK. Have you tried it? Did you give it to your wife, or have you tried it? OK, good."* And get their response.

And I think you'll get coverage. I really do think you will get coverage. It's one of those products that I think that they'll whack a model in and take a photo and become one of those sort of very nice, warm sort-of cuddly photos for winter in any of those magazines.

**Yes**

And that will become free advertising. They'll feature you in their magazines, maybe add some editorial to it. *"Here's a great, new idea for winter."* And it doesn't cost you a cent except you might need to give them some product.

**Give away a product.**

Yeah.

**OK**

Things like that. And another way - this is probably a little bit further on from now, but you can actually do things where if you go to heater stores, let's say, that sell wood fires or just general heaters, things like that, and you can joint venture with them.



They would give it to their customers as a bonus to get them to buy a heater, or to get them to buy clothes, or to get them to buy rugs or furniture - virtually any company could actually throw it in as a bonus, because people will be happy to receive it.

And what they would do is they would pay maybe some sort of trade price, or wholesale price. And that's another way to get distribution as well.

And what you would actually do is put a little order form inside every Podlett, and an information sheet. So you haven't lost money on that actual Pod, but you haven't made that much money, but you haven't lost money. Inside there's a little order form and some information about Podletts and where people can order more, or give them to their friends at special discount. That's another way too.

**OK**

Christmas will be big for you. Winter will be big for you. Mother's Day will be big for you. OK. That's probably the three big times for you.

**People were very happy to buy them for their mothers that first year we took them down, but then my other daughter took them to a factory over the road from her, a photographic place, and there was a lot of older women in there that were packaging the photos, and she took them in and showed them and they all loved them, but none of them would spend the money on themselves.**

Right. Isn't that amazing?

**They all looked at it and said, "It's just lovely, but I couldn't spend that money on myself".**

So they'd love someone to buy it for them. OK. So this where we attract the males. And even around Valentine's Day as well. *"The perfect gift for your loved one this Valentine's Day"* and get them to buy it for their lady.

And another thing, too, that you might want to do, is do a joint venture with a massage place. Where they do those beautiful relaxing massages. What do they call those places? They usually do head massages, the whole thing. Beauty Centers, I guess, would be a general term for them.

But they'd be perfect because the market going there are people who are prepared to pay, to spend money on themselves. And so you go to those people and you say, "Well let's put some in your store" and you'd have them sell them on consignment. "For every one you sell I'll give you \$x". Easy.

**OK**

Another way for them to add money to their income stream. How does that sound, Jan?

**That's all just fabulous.**

That's good. That's all I want to give you at this stage. Some good headlines, just a bit of re-strategizing there, a little bit of work for you to do, as we talked about, but this is what's got to be done in order to get this business pumping.

**OK. Do you think I need to do a 1800 number first up?**

No. Don't spend money on things until it starts earning some money. Don't invest in things that aren't making you any money.

I don't use a 1800 for that sort of thing because you need to almost pre-screen the time-wasters from the serious people. And the people who are serious about it will pay that 30 cents for a phone call. And later on you might change to go to a 1800 number. You might want to use a 1800 number when they order. Like on the Order Form, perhaps they order through a Freecall number.

**I don't have the facility to do a credit card number. I found that the few people who did order them sent a check or a money order, but**

That's something you may need to re-think because...

**That will make a big difference**

Usually it does, usually it does. Yes it does.

**OK.**

Yep. And they're available from banks. You can usually get them within about 2 to 3 weeks and it's a really simple process. You should have that access for those people who do want to, OK?

And another thing you may choose to do in the future, if someone around you knows something about the Internet, you can actually put a Webpage up on the Internet, and you'll be able to sell them overseas.

**On line. I've got a sister in Seattle who could take over a branch over there.**

Fabulous. Great. You've got it all happening. It looks like it could actually go huge. I'm really serious about that. You have a product here which really could be on the verge of something quite large.

**I rang an advertising agency over here one time because I thought my ads weren't doing anything and I was scared before I did the ads, and I rang somebody and they said, "Oh, we only deal with big, successful companies. We're not interested in you." I hung up the phone and I thought, "Somebody probably told Mr Nike that once".**

Absolutely. Look, let me be very honest with you. If you want to get results from your advertising, never ever go to an advertising agency. They have the most arrogant, useless bunch of individuals on the planet.

**That's what I found. That's exactly what I found. "We don't want to deal with you because you're not rich and successful". And I said, "But I'm going to be".**

Absolutely!

**And that was it. Oh dear!**

Look, they're just useless. Never use them. I've never found one yet that I thought was worth anything.

**OK. All right then.**

**All right then. Thanks Brett. Fabulous.**

# The 7 Secrets Of Money-Making Advertising

By Brett McFall

Welcome and congratulations on taking the time to listen to this audio program.

And hopefully it's reached you in time. Because if you're like 90% of businesses out there, your advertising and marketing doesn't bring in nearly enough money or cash-paying customers. And without a system to do this, life can be very tough as a business owner.

Perhaps your business is doing okay. Things aren't going too bad. You're surviving. But you sure wouldn't mind knowing how to get a few more customers, right?

Or maybe your business is on its last legs. And you're desperately seeking some way to stop it from going under.

No matter what situation you're in, you're always looking for more ways to make more money in your business, aren't you? That's natural.

Well on this program you're going to discover ***The 7 Secrets Of Money-Making Advertising***. I'm going to reveal to you today why 9 out of 10 businesses don't have marketing tools which consistently bring in customers. In fact, most ads don't make any money at all. Yet a very small percentage of ads make tens of thousands of dollars every time.

There are simple reasons for this. And the good news is, nearly every single business can get more prospects and customers by doing one simple thing. And that is...

**By following a proven set of customer-generating, money-making principles when it comes to your advertising and marketing.**

I'm Brett McFall. I've written well over 7,800 ads and sales letters in the past 14 years, for 153 industries! And I can tell you, in that time I've learnt just a couple of things when it comes to writing ads that make money.

My research is based on results. Which means, actual money in the till. And I can tell you something right now that could save you thousands of dollars alone - an ad's ability to make money has VERY LITTLE to do with how pretty it looks. In fact, the design of your ad is the least important element of your advertising. Yet most advertising agencies and marketing gurus put design at the top of the list.

Only when your marketing contains proven principles of communication, does design begin to have an influence on your results. Advertising agencies, marketing companies and newspapers have had it too good for too long. And until any marketing expert can prove to me that pretty pictures and fancy type is what makes people buy, I will continue to ridicule the entire advertising and marketing industry in this country.

I maintain that powerful advertising is that which brings in sales. Full stop. Not advertising that wins designs awards. Because you know what? Your customers don't care what awards are given for pretty ads.

And either will you when you're paying for advertising that loses money.

You need to know 2 things in particular. There are 2 types of advertising - the first is "image" advertising and the second is "direct response" advertising.

Image advertising is unaccountable. It's often called brand advertising. "Getting your name out there." And unless you are a multi-national company selling a product that is available in every city, it is the type of advertising that will bleed you dry. You can't afford to wait for results. You can't afford to just hope that customers will think of your product or service when it's time for them to purchase it.

If you're a business owner, your only alternative is "direct response advertising." Which means advertising that actually requires your prospect to take action NOW. Advertising which you can actually test to see whether it's working. To put it simply, advertising which gets your prospect to respond.

And that's the sort of advertising you need to start focusing on. Anything and everything that has to do with traditional advertising is a lousy investment, compared to what you can achieve through direct response advertising.

**My advice to you is this:**

DO NOT spend money on any advertising or marketing ideas, strategies or media, that cannot provide you with accurate, fast measurement of your return on investment. No exceptions. No excuses.

If you don't have reliable, predictable, consistent systems that provide quality prospects, customers and clients, your business could be heading down a slow road to ruin.

You can have the best product or service in the world, but if you don't have a proven system for marketing your business and getting cash through the door, you can broke all too quickly.

It's why I'm regularly paid between \$3,000 and \$10,000 to consult to businesses of all types. To put it simply, I get results. And you know what? If I don't get results for my clients, then I don't get paid. And virtually no advertising agency or marketing company will give you that guarantee. Because they simply can't stand behind their marketing ideas.

I do. In fact, often times, whatever a client pays me, I return them 10 times ... 15 times and 20 times that amount in profit.

For instance, I helped create some marketing materials that produced amazing results for my clients:

- One sales letter pulled in over \$147,000 in sales, in just 10 days
- One sales letter pulled in over \$300,000 in just 6 weeks
- An A4 sized ad faxed to just 1,900 people pulled in over \$3,500
- One 4 page sales letter made over \$10,000 in just 7 days
- And another series of ads is currently making one client over \$12,000 every week

So I'm a very good investment indeed.

***But how do I do this?***

How do I create response 3 or 4 times that of other marketers?

Well I can tell you that there's no real mystery about it. And I'm certainly no genius. I simply use proven strategies that I have tested over and over again, until they will work in nearly every situation.

In fact, they're so predictable, I call them "principles." Proven advertising principles that work day in, day out. For nearly every single business possible.

And they form the backbone of what I'm about to reveal to you now - ***The 7 Secrets Of Money-Making Advertising***. So that you can apply them in your business and get instant results. So that you can become self-sufficient. So that you don't have to rely on advertising agencies or marketing companies just to bring in business.

It's taken me 14 years in advertising to finally sort all the critical pieces of the advertising puzzle and put them into a format you can instantly use and understand.

This system makes it super easy to know exactly where to start when you want to improve your results.

Put simply, understand this system, and you understand advertising ... full stop.

You'll have the template to know exactly where to start with your advertising right now. It really is the key that opens the door to as many cash-paying customers as you want.

So let's get started.

***The first secret of money making is advertising is:***

## #1. You Need To Get More People To Take Notice Of Your Ad

Now this one might seem pretty obvious, and it is - but still, so few people, even those who actually create ads for a living, can do it effectively.

So how do you do it? I'm glad you asked.

There are absolutely heaps and heaps of ways to do it. I know of at least 50 ways that I can help you get more people to take notice of your ad. I'm sure you have a few ideas yourself!

So ... what could you do to get more people to notice your ad? C'mon, what would your first answer be?

What do you think is the most effective way to get people to notice your ad in the first place?

Well I can tell you one of the most powerful ways to do it is with a ...

### HEADLINE!

Do you know that 80% of people only read headlines! So think of it this way, if you don't have a headline at the top of your ad, you're wasting 80% of your advertising budget!

And here's something else you should know. I've written headlines that have increased response by up to 16 times! That's 1600% just by a simple change to the headline! That's how important headlines are to your advertising.

And the important thing to remember here is, your logo is not a headline. A headline makes a promise to your reader. It tells them what they can get from you. It talks about them.

Headlines are like this:

**"12 Tips To Help You Renovate On A Budget"**

**"Looking for a \$1,500 Lounge at only \$475? We have 150 in stock right now."**

**"How To Burn Off 10kgs Of Body Fat In Just 30 Easy Minutes A Day"**

Those 3 headlines offer you something. And they're exactly the sort of tools I use to get mega-response to my ads.

Now, how else could you get more people to take notice of your ad?

How about including a **PHOTO** in your ad?

Did you know that a photo is the first thing that a person will ever look at in your ad! The very first place they will look, is at a photo. Studies have proven this.

We all love photos. We look at the photo first, THEN the headline. Look at how newspapers use photos to hook us in to stories. Look at how magazines do it. We've all been trained to look for the photo in everything we read.

Want to get noticed? Then whack a photo in your ad. And not just any photo - one which relates to what you're selling.

***Other ways to get more prospects to take notice of your ad...***

If you're sending sales letters to your prospects and want to make sure your stuff doesn't get thrown in the bin, attach a **fake check** or **fake money**, or an **instant scratch lottery** pinned to the top of your sales letter.

All superb attention-getters. And you must use them in order to get people to look at your advertising in the first place.

Let's move on to the second secret of money making advertising...



## #2. You Need To Get More People To Read Your Ad Till The End

Now this is an area where a lot of business owners fail - getting prospects to read their ad till the end. Their response stays low because very few people actually make it through the whole ad.

And do you know who a lot of people blame when they find this out?

The READER!?!?

But you and I both know that there's only one person responsible if the majority of people don't make it through your ad ... and that's YOU.

Why? Because you wrote the ad. When a prospect turns the page and doesn't bother reading your entire ad, it's because you have failed to interest them.

It's not their job to read ads. You don't read ads in your spare time (although you will if you're smart!) - so why would you think it's any different for your prospects? Like it or not, it's always up to 'us writers' to make sure the ad is inviting to read.

### ***So how do you do that?***

Well one of the simplest things you can do is make any sentences you write, **SHORT**. That's a good start. Short sentences are so much easier to absorb. Short sentences communicate quickly and concisely. They help propel your prospect through the ad.

Short sentences act just like the critical link in our circulatory system - the pulse. The same way a pulse helps propel blood through your body, short sentences speed your prospect through your ad.

Here's another way ... **SUBHEADINGS**.

Subheadings are mini-headlines. They break up large blocks of text. You'll see them used in magazine and newspaper articles. Don't know what I'm talking about? Go and grab any magazine right now and find a long story. You'll pick out the subheadings a mile away.

Not only do they break up text, they also act as news carriers. So put some startling piece of news in a subheading to make full use of it. When you do this, it means the prospect can scan your ad as they weigh up whether they want to read it or not. And when their eyes drop on your subheading, bingo! You show them that there's good reason to read a little deeper.

Another thing you can do to get more people to read your ad right the way through is to use bullets. Bullets are simply little bullet points that list down the page your information. Just remember to keep all your information short and to the point, and if you can, list the benefits of your product or service, not the features. Benefits of what you provide are where the money's at.

Here's the 3<sup>rd</sup> secret of money making advertising...

### #3. You Need To Get More People To Trust What You Say

If there's anything virtually every ad struggles to do, it's getting the prospect to believe the stuff that it contains.

Big problem. Now here's a little secret:

**Most people don't like a sales spiel which covers up your true intentions.**

If you're open about what you're selling, your prospect can choose to tune in, or tune out. It's their choice. There's no deception and no loss of credibility.

But when you try and hide this process, your prospect feels cheated at the end when you eventually reveal that you want them to buy something. Resulting in ... no trust.

This is such a simple little difference in the selling process, but makes a huge difference to your results and in your relationship with the customer.

So be straight up. Even in your headline it's a good idea to reveal your offer. The worst headlines of all are ones which are vague and pointless. You know the ones ...

*"No-one said life could be this good..."*, or

*"Can't you feel Spring coming on?"*, or

*"The quality carpet that says you've arrived"* or

*"Who'd have thought the good things in life were so easy to attain?"*

Have you seen this sort of copy? Meaningless, vague statements that do nothing to let your prospect know what you're really talking about. And that means they do nothing to increase the trust level between you and your customer.

Instead, be honest about it and reveal that you want to show your prospect something which is going to benefit them. For example ..

**A \$150 Carpet Clean, just \$70 if you book before April 30 - and that includes a FREE deodorize!**

Now with an like this, you instantly know what's on offer. There's no boring introduction about how your carpet is the *"most valuable part of your home, etc."*

Know what I'm saying? So be honest. Maintain trust between your and your prospects. For instance, if you're overstocked, then say that in your ads! Actually say...

"Look, we thought these table lamps would be big sellers. But we didn't even sell half of them. And that means we've got a warehouse full of brand new table lamps that were best sellers in Europe. But you can have them at half price if you purchase before October 21."

Or something like that. The fact is, you're being upfront and honest with your customers, and virtually no one does it!

***Here's another way to get people to trust what you say...***

- Offer a **GUARANTEE**. A guarantee that takes the risk off your customers shoulders and put it on yours. I mean, don't you already have a guarantee in place? If something goes wrong, or your product doesn't do what you promised, don't you have some sort of contingency plan for your customers? If you do, then tell them about it up front. Use it as a selling tool. Look, if what you sell is a good quality product or service, then the people that take you up on the guarantee will be miniscule compared to the extra numbers of people who purchased **BECAUSE** of the guarantee.
- **LIST YOUR DILOMAS AND QUALIFICATIONS**
- Use **TESTIMONIALS** from satisfied customers. Actually tell your customers what other satisfied customers have said about your business. Testimonials are used to death in those late night TV commercials that sell fitness equipment and cosmetics. But you know what? They work!

All simple, simple stuff. But absolutely vital to your success.

Let's move on. ***The fourth secret of money making advertising is...***

## #4. You Need To Get More People To Respect Your Value

Here is where a lot of business people find it hard. They get caught in price wars with their competition and over a period of time end up losing their entire business.

Have you ever found this happening to you? *Have you ever found it hard to get customers to truly respect the value of what you offer?* What about the extra hours you put in behind the scenes in your business, making sure your customers not only get a good deal, but a good quality product or service too? Do your customers respect that? Or are they only concerned with finding a cheaper price?

Well, I'll let you in on something ...

### **People don't respect your value until you educate them.**

How could they? There's no way your customers could ever realize the full effort you really put in to your business, is there? So if you don't want to be treated like a commodity any more, here's what you do.

Help your customers to understand what goes on in your business. Perhaps this example will cement it in your mind. It's a sample of some copy from a New Zealand clothes manufacturer ... Summit Shirts.

"... To make sure cutting is executed to the precise measurements which Summit's shirts are known for, we use the \$100,000 AM5 Gerber Marker Computer. After cutting, we start stitching together each shirt's 35 parts - it involves some tricky operations but we have 4 separate machines which look after the pockets, the collars, the buttonholes and the French seams. Again, expensive machinery (which usually takes each staff member 3 months to learn), but they do a brilliant job that lasts."

See what I mean? The copy I've just read out to you continues on about how their shirts are manufactured. And at the end you have a much higher appreciation of their value. This manufacturer can get away with selling their shirts at a much higher price because they don't play the same game as the others.

They separate themselves totally by being different. But not only that, they tell people exactly how they are different. And in a way that's focused on the benefits to the customer.

How else can you get customers to respect your value?

Here's another way... create a **USP**. A Unique Selling Proposition sets you apart from your competition straight away. It's a statement which states what your business is about. For example ...

- **BIG W - We sell for less** (*no doubts about what business these guys are in, and customers respect them for what they offer - mainstream products at great value.*)
- **Hungry Jacks/Burger King - Flame Grilled Burgers** (*this creates a difference between them and McDonald's, whose burgers are cooked on a fatty hot plate*)
- **The Dyson Vacuum Cleaner - the only vacuum without a bag** (*when this vacuum came on the market it was priced 10 times higher than the standard vacuum. Simply because of their unique positioning - the first bagless vacuum cleaner*)

A USP makes sure your customer knows that you're different. It makes sure they know they CAN'T expect the same product/service anywhere else, and hey presto ... they respect your value!

***Other ways to get customers to respect your value ...***

- Highlight your **CREDENTIALS** if they mean something to your market - your experience, the things about your business which ensure they get better value than anywhere else
- **COMPARE YOURSELF TO YOUR COMPETITORS**, so that it's black and white why someone should choose you. It's a bit like the taste test between Pepsi and Coke (*of which Pepsi always wins with flying colors*), or the way that mobile phone companies and banks will actually point out in a table or a graph how their products stack up against the competition
- **SOLVE PROBLEMS** - one of the best ways to get more people respecting your value is to talk in their terms, i.e. benefits. Constantly write your advertisements so that you're always talking about your customer's concerns. That way, they know you're interested in having them as customers, they know you're aware of what they want, and they know you have the ability to satisfy their desires.

Okay, you've got some great ideas here which can make you literally thousands of dollars if you just these principles in your marketing. Now let's reveal the 5 secret of money making advertising...

## #5. You Need To Get More People Excited About Your Product Or Service

Okay, this one is real simple. The truth is, we all want to feel good. And in most cases, that means getting excited about something. It's why you listen to your favorite music - it makes you feel good. It's why you go out to the movies - being entertained makes you feel good. It's even why you may eat foods that really aren't very good for you too - it simply makes you feel good in the moment (*even though it may make you feel bad afterwards*). So feeling good is a basic emotion that we all want to feel nearly all the time.

And getting people excited about your product or service is easy once you know how.

The main thing you've got to remember is, your customers want to know what they are going to get from their experience with you. It's a selfish desire - but it's a fact and we have to deal with it. And here's just a brief list of what most people want (taken from John Caples' book, How To Make Your Advertising Make Money). You can bet most people want to:

- **Save money**
- **Win money**
- **Gain prestige**
- **Reduce fat**
- **Influence people**
- **Avoid boredom**
- **Enjoy comfort**
- **Make money**
- **Avoid embarrassment**
- **Improve education**

In other words they want benefits. And one of the most effective ways to convey benefits is by constantly telling your prospects **WHAT'S IN IT FOR THEM**. Every single thing you mention about what you offer, should always then be explained what it means for your prospect.

For instance, if you sell video recorders, what you're really selling is the ability to watch movies, and tape TV programs when you're not there to see them.

If you sell alarm systems, what you're really selling is around the clock protection so that your customer never has to go through the trauma of being burgled.

If you sell fitness classes, what you're really selling is a thinner body so that your customer can have fun ... more freedom ... more romance (whatever reason they're really doing it for) - but which all comes back to the main motivator ... feeling good! The core benefit of nearly everything we do.

## ***Other ways to get your prospect excited about what they will get...***

- Show your prospect how you can **END THEIR FRUSTRATIONS**. I mean, if you know what really gets under your customer's skin, and your product or service solves that problem, then actually take them through every little frustration you know their experiencing. Make them feel the true discomfort of that frustration, and then show them how your product or service relieves the situation!
- Get your prospect to **SEE THEMSELVES ENJOYING THE BENEFITS** of using what you are selling. Actually describe what it will be like once they have purchased what you're selling. Helping your customer to imagine what will be like to be enjoying your product or service is one of the most powerful ways you can sell. *But yet, how many ads have you seen where the business does this for you?* Most ads want to tell you about the company ... and their beautiful head office ... and their fleet of service vans ... and basically about how wonderful they are. Which leaves it wide open for you to come through and actually help your customer to experience your product or service before they've even purchased it. Believe me, I do this all the time in the ads and sales letters I write. It's called future-pacing and it is a golden rule in tripling or even quadrupling your ad's response.

Let's move on to the second last money-making secret. No. 6...

## # 6. You Need To Get More People To WANT to respond

And the emphasis there is really on the WANT. It's the difference between having to try and force a sale on your prospect, and them being desperate to have what you sell. I know which situation I'd rather be in. And that's having customers eager to buy from me. Not the other way around.

Now wouldn't it be nice if you could just create any sort of ad you wanted, and all your customers came running to buy what you're selling? Well, on this planet, it just doesn't happen. We have to work a little bit harder than that.

But there is a way that you can leapfrog your competitors and get an avalanche of customers. The trick is to create **SENSATIONAL OFFERS** that get your target market immediately reaching for their wallets.

So many businesses just never carry an offer in their ad. They promise heaps of benefits; they draw their prospects in with a killer headline; they include testimonials, guarantees - the lot. But then they leave it up to the customer to respond whenever they see fit. Not a good idea.

### ***Do you know why it's not a good idea?***

Because we all have distractions in our lives. And without a special offer, these distractions get priority.

Besides, if there's nothing to respond to, how can you actually get response!

So you have to find a way to get your prospect to either make a B-line for the phone to call you, or dash for their car keys so they drive to your store. And that's where your offer comes in.

And for an offer to be really powerful, it has to do one thing ...

**...make the prospect feel they are getting so much value they can't help but respond.**

That is the simple secret behind great offers. Your prospect has to feel they are getting value which is so extraordinary that they don't want to even tell their friends about it, in case their friends get it before they do!

For example, an offer like this:

**Amazing \$9 Special Report Reveals How To Make More Money In Your Business ... Guaranteed! Plus you receive over \$607 in bonuses and advertising consultations!**

Now this offer has got some guts. And it even borders on being "too unbelievable."

But the fact is, it's an offer that won't be forgotten in a hurry. Which is exactly what you're aiming to do.



What sort of offer could you create that would have people turning their heads in amazement?

Really ... what could you offer?

If you can answer this question with something which even makes you a little bit frightened to offer - you know you're heading in the right direction. Because if it makes YOU uncomfortable ... if it's so good that you're wondering whether you could even manage to organize it ... then your customer will love it. If you want results, you've got to dig deep.

And this is where it comes down to the serious thinking. The sort of thinking your competitors aren't prepared to do. But which leaves open a huge opportunity to create an offer for your customers that can't be ignored.

You might want to offer **BONUSES** on top of your original offer. Bonuses which don't cost you a lot, but which have a high perceived value to your customers. You might want to offer something for **FREE**. It's really up to you. But it's just like Demtel ads that still appear on TV today. They pack their offers with so much value that customers can barely wait for the end of the ad before they call.

Learn from this and you'll change your marketing forever.

Which brings us to the 7<sup>th</sup> secret of money making advertising...

## #7. You Need To Get More People To Take Action NOW!

So many ads just sit there. They not only offer nothing, but they give you no reason to respond any time soon at all. And so it's not surprising when NO ONE DOES RESPOND.

But the thing to remember is, if your prospect sees your ad and doesn't respond to it then and there, in most cases it's "goodnight nurse." There are too many other things out there to capture their attention. Even though they may have plans to come back ... 99.9% WON'T. They'll never make it.

You must do whatever you can to get your prospect to take the action you want ... NOW.

Not next week, not tomorrow, but RIGHT NOW!!

How do you do that? Here's one of the best ways:

### CREATE A CUT-OFF DATE FOR YOUR OFFER

It's simple really. Your offers must have a deadline if you want immediate action. What's the best period of time to offer? For some reason, 10 days is the most effective time for inducing a response.

It's why expert marketers like McDonald's and other fast food chains have cut off dates to their promotions. They know that if people are given forever to respond, then they'll take forever.

Here's what else you can do to encourage your prospects to respond NOW...

- Include a **SPECIAL BONUS** that the customer only gets if they order within the time limit (this is a sensational strategy). I use it all the time in my marketing. Not only does it make sure that customer gets amazing value if they respond now, but it produces sales 5 or 6 times higher than if there's no special bonus at all. And if you're doing any direct mail, here's a way to make sure your prospect doesn't waste any time...
- Include a **STAMPED, SELF-ADDRESSED ENVELOPE** in with your sales letter. This is so your prospect doesn't have to hunt around for an envelope and then go buy a stamp before they write you out a check. These little steps might seem trivial to you, but they can be just the little things that stop your prospect making the purchase. Which for me, is good enough reason to do it.

*Phew!* I've given you a load of ideas and techniques on this program. And I've tried to squeeze in as much as I possibly can. Enough to ensure you can go ahead and strengthen your own adverts right away. *Which could literally mean thousands of dollars in extra sales for you.*

What you have received in this audio program are **The 7 Secrets Of Money Making Advertising**. And within each secret there are literally tens of ways to accomplish each. You now at least have a head start on your competitors.

Listen to this program over and over. Write down your ideas as you go. I promise you that you'll get more and more money making ideas the more you listen to this program. And that makes this one of the best investments you could ever have made for your business, and your future.

You now have a structure ... *a blue print of which to measure your advertising against*. And if your advertising is struggling in any area, its because you're not following one or all of these 7 Secrets.

So you now have a tool ... a system ... that when you get lost, will be able to help you back on track.

I look forward to one day hearing your results.

Until then, here's hoping you make more money from your advertising than you can possibly know what to do with. Good luck!

Brett McFall

### **About Brett McFall**

Brett McFall has been writing ads since 1988. He's written well over 7,800 ads for huge companies right down to small and medium sized businesses including software developers, curtain manufacturers, worm farmers, air conditioning installers, entertainment venues, butchers, mail order businesses, stencil concreters, lawn mowers, shopping centers, accountants - in total, over 150 industries.

He is Australia's leading copywriter, and a sales letter specialist. He's studied over 80 books and courses on advertising alone (most of which he's read more than 7 times each), as well as marketing, business and personal development programs.

Brett provides Australia's most proven information on advertising through a monthly newsletter ("The McFall Report"), a 180+ page advertising course ("Inside Secrets Of Advertising"), A beginners guide to marketing ("The Lazy Way To Advertising Riches"), special reports and more. And every product is money-back guaranteed to coach business owners and managers how to create customer-generating, money-making advertising.

Brett lives with his wife Lisa in the Blue Mountains, NSW, Australia

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### **About Louis Allport**

Mr. Louis Allport specializes in providing the coaching and tools to help people make at least a full time income selling information over the internet while spending little money in the process.

Louis initially started in direct marketing several years ago running a mail order business selling exclusive information products. Now his information business is 100% online, and runs it full time using exactly the tactics and strategies he shares with customers and subscribers.