



Mail Order in the Internet Age

by Ted Ciuba

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Dedication

Every friend is a friend for life!

Everyday vanilla uncomplicated

21st Century technology.

Sitting in your spare bedroom, your business spans the planet!

The value of an Information Product is measured
by the benefit it brings to your client's life.

In Memoriam

Dedicated to you, Beloved Mother,

Shirley Marian Ciuba

Y a tí, Ana de mi vida

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About the Author



Ted Ciuba

Internet
Marketing
Consultant

*The Mail Order in the Internet Age System Gives You A Realistic, Low Cost, Low Risk, Complete Step-By-Step Proven Mail Order and Internet Marketing System That Anyone Can Use To Instantly Accomplish *Financial Independence, Starting Today!**

Dear Friend:

No matter how broke you are right now, I want you to know that I've been there. I was living in a single-axle camper trailer that I paid \$500 for. I had it parked on the county line in a trailer park for \$35 a month. The kind where the big dogs run around all night... at the end of a long country dirt road in rural Tennessee. Them rednecks there pay taxes on their wages, pack an array of guns, and still fly rebel flags from their trailers. And they *mean* it. Detectives and bill collectors are definitely not welcome.

They didn't repossess my car because I out-ran them. I disappeared overnight for the promised land; California. I know what it means to encounter adverse circumstances. (Of course I settled accounts later, and moved back to Nashville... When you *have* money, it's easy...)

Things Have Changed - You Can Have A Million Dollar Income

Believe me, with the advent of Internet Marketing, "Mail Order" has not fallen into disfavor. If you just apply the proven principles of Mail Order to the Internet, you will be a success. It's that easy! And that's what Mail Order in the Internet Age is all about!

No matter what your present circumstances, I'm here to assure you that, if you aspire to a million dollar income, it's entirely within your ability to make it happen – *Easily and Enjoyably!*

There Is No Better Way To Get Rich Today Than In Taking Advantage of the Gifts the Internet Age Has Given Us

To get started, you simply need a high-profit product and proven order-sucking copy.

Together, we'll make sure you get that.

You can do everything from home, using your phone and your computer. And you might need the neighborhood copy machine for really big copy jobs.

Any ordinary first-world mortal can go into the "mail order" business today. It's simply the best, easiest, cheapest, most trouble-free, outrageously liberating and most profitable business on Planet Earth!

Don't be surprised to learn that I think of Internet as another application of 'mail order'.

As an English language speaker, pop a site up on the Internet and you're operating a global business! People from Australia, Europe, South America, Asia and Russia are sending you their

money, *eager to own American products* (all conveniently billed to the 16 digits of their credit card number)!

Ahh! This is how easy it is!

A New Era of Opportunity - Perfect for the 21st Century!

A phone, a fax, a computer and an Internet connection on your desktop.

Technology makes it possible for *anyone* to run a *worldwide* business from their home!

Announcing the World's Best Business!

Mail Order in the *Internet Age!*

The Blockbuster Marketing Event of the 21st Century!

Putting the powerful principles I'm revealing to you into effect, I enjoyed *instant* success! *Everything* turned around with my first ad; a *free* classified on the Internet. Within weeks I had money, time, ability to relax and *enjoy* life, relationships, love, family life, vacations, houses, cars, friends, prestige... And it's only continued to get better! And it can for you, too.

Once I found the magic formula that you're about to learn and that I had been searching for years, it overwhelmed me so fast that I didn't even know it hit me!

I didn't know when I earned my first \$100,000 or when I did my first million dollars worth of business until after I hired an attorney and a C.P.A. to help me make sense of the prosperity!

Imagine! Both \$100,000 and \$1,000,000 had been landmark goals of mine for every day of my life for years and I *shot* right past them without struggle!

That's what the super power of Mail Order in the *Internet Age* Can Do For *You!*

To Your OWN Mail Order & Internet Riches!



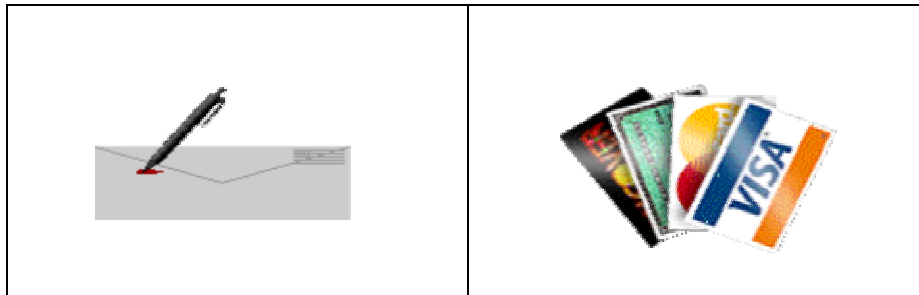
Ted Ciuba, America's Foremost Internet Marketing Consultant

29 February 2004

P.S. Imagine the freedom that is yours!

- √ the freedom of knowing your future years are sustained
- √ the freedom of huge bank accounts
- √ private schools and university educations
- √ travel to Bermuda, Switzerland, and the Galapagos, sharing true love with your family,
and not worrying about the cost!
- √ Imagine the freedom!!!

You ve just found it!



Secrets To Earning \$3,288 In Less Than 1 Hour

You know the *problem* well. MONEY!

We're *not* talking about your money problems anymore...

What we're talking about is *SOLUTIONS*...

We're going to cover a lot of separate topics in this densely valuable book, but it all concerns only *you* and the solution...

Money!

That's all. Money. And *you*. Lots of money. *Enjoyably. Easily.* I'm going to teach you to do exactly what I'm doing; raking in the cashola with nary a penny's worth of effort. You're going to unleash incredible new levels of *leverage* in your business life - and indeed, in your *personal life*, too!

If I've done my job right, you'll never be the same after engaging this book. We're talking about *YOU* getting rich in mail order. Today! *Really Rich*.

But first, what's the hottest thing going today?

It's the Internet, isn't it? And there's a reason why Bill Gates, head of Microsoft, is the richest man in the world today, isn't there? It's the *computer*. Technology is making billionaires!

You can get your share!

**Technology and Communications Advances Have Made It Possible For The Little Guy
With a One-Man Home-Office To Compete In The World Marketplace!**

But you don't need to be a Bill Gates or a computer wizard to quickly, easily and safely become a millionaire today. All you need are basic technology tools that will transform you from the old horse-and-buggy days of 'mail order' (when it truly got its name), to what we now call *direct response marketing*.

Basic technology - nothing 'techie', no programming... Stuff that's so simple your 3rd grade child could do it.

That's what you're going to get out of this little book. The absolute cutting edge disarmingly simple but powerful insider secrets that can make you a millionaire inside of a few years. With hardly any work or stress.

It s Better To Be Rich Than Poor

It's not really that hard to make a million dollars today... One out of every 100 people living in the United States are millionaires. Statistics say that another one joins them every 5 minutes.

Why not you?

Forget any old programming you may have learned from rich churches and broke teachers that taught you to fear money. Money is easily accessible.

And money is *great!*

I like what Ben Suarez, the Hispanic mail order make-good, says about it. Rumor has it - *he s not talking* - that he's pulling in \$70,000,000 some years. He has quite an operation churning in Canton, Ohio.

Oh, by the way, the Hispanics are another group that is 'supposed' to be disenfranchised. Maybe they are, as far as working a job or a government giveaway. No comment.

But Ben Suarez sure proves that color and race have nothing to do with your success.

You just have to know how it's done.

Read his book, '7 Steps To Freedom II', and you'll see that he, like most mail order success stories including possibly yourself, started with a lousy job, a big desire, and a little effort.

In his determined search he encountered 'mail order' and was able to optimize his way into the giant success he enjoys today.

He writes, "I can tell you from experience: It is *BETTER TO BE RICH THAN POOR*. I've been both places, and I can't emphasize this enough:

It is much better to be your own boss and control your own destiny than to answer to people who direct your life for their own self-serving purposes. It is better to have a life doing what you want to do.

It is much better to be rich than poor."

If an individual was miserable when poor, he or she will be miserable when rich also. I had fun during both periods. My institutional career made me miserable at times, but still, I had fun when I was poor, and I had fun at the early stages of starting my enterprise. As a family, *we were always happy*. Yet, *we are happier rich*.

Make no mistake about it, money is in no way everything. There are a lot of other things you need to be totally happy. Religion, family, friends, and personal achievement are important, too

...But when you have money,
they're even better.

Everything goes better with MONEY!

What is the best way in the world... the best real no b.s. way... to make a lot of money... if you are starting with nothing? Direct Mail!
- Gary Halbert

You'll find as you read this book that it's actually, very easy to make \$100,000 per year in mail order. *If you know how it's done!* And if you want more, it's there, too. Approached mindfully, it's shamefully easy to earn a million dollars a

year. If your targets are somewhat lower, like an extra \$1,000-\$2,000 per month, that's fine, too. If you find these sums hard to believe right now... stick with me. I assure you, with the knowledge you'll get from 'Mail Order in the Internet Age', you will get rich if you only put 1/100th of it into action.

There is no easier way to make a *LOT* of money quickly and *safely* than in mail order. I've tried everything... But I'm not the only one saying this. Everyone who's done it, sings the same tune!

E. Joseph Cossman, multi-millionaire businessman and mail order baron says, "I know of no business in the world that requires such a small investment to start, yet holds promise of such tremendous financial gains as mail order.

The eccentric Gary Halbert, who routinely makes fortunes for himself and his clients is equally direct when he says, "What is the best way in the world... the best real no b.s. way... to make a lot of money... if you are starting with nothing? *Direct Mail!*"

And you can do it with products that serve any market!

Introduction

Attention Anyone Who Wants To Work At Home In A Clean Respectable Business

The Genuine Opportunity To Live Your Dreams!

\$3,288.90 In Less Than 1 Hour!

Money. This ebook is about you and money.

I put together a little part-time business venture. You see, I really like to spend my time in love with my family. So I only allow myself a few hours work each day - if you can call doing what you passionately love to do *working* - yet that business frequently earns me more than \$3,000 per day. Even \$3,288 per hour! That's right, I recently did a write up of how I earned \$3,288 in less than 1 hour - just hanging out! From home! And how you can do it too!

The world is changing, and *today* you have an opportunity to share in that world!.

What Is This Amazing Business?

It's one that's been around for years, but it's never been so easy for the ordinary guy to get into it and to make a lot of money.

It's *mail-order*. Only it's actually grown past strictly "mail" order. In fact, it's more accurate to call it *direct response marketing*. These techniques are easy, precise, predictable, cheap to implement, and powerfully profitable! I call it Mail Order in the *Information Age*.

You see, *today* there's little things we take for granted - like the phone, a fax, your computer hooked to the Internet, and the neighborhood copy machine - that make it possible for you to do from your desktop what it used to take a major corporation to do. You can literally run a worldwide business from a corner of your room!

When you learn the success secrets of *modern* mail-order, you find that the amount of money you make is *NOT* connected to the time or effort you put in.

These secrets work for *any* product or service. You just have to learn how to cash in on this boom for yourself.. That's because when you apply your skills in the biggest market in history, today's booming *Information Age*, you can quickly, easily, safely, and insanely enjoy all the time, money, and freedom you want to do whatever you want in life!

Make Money When You Work, Make Money When You Don't

Last week I took Thursday, Friday, and Saturday and went and flew out to see my good friend Brian Keith Voiles up in Salt Lake City. 100% tax deductible, even though I had a *great time!* We talked about advertising. Now, listen close, Friend. I wasn't even in the office, I wasn't even in town, I never once answered my phone! Yet when I went to check the fax in my spare bedroom, I was overwhelmed! I had \$3,115.50 worth of sales!

Don't get me wrong... \$3,115.50 is not solely the impressive thing... We mark our success in \$3,000 hours. And this was a long weekend. But what is impressive is that these days I wasn't even tending the ship! I walked into my bedroom, and *Bingo!!* This all came in with no effort on my part! True *Auto Pilot Riches!*

\$636 Per Hour

And yesterday, I took the afternoon off to be with my teenage son, God bless him,. School let out early, so we went shopping for new tennis shoes. Then enjoyed pizza together at the Alien Eatery. *This* is what life's about! I didn't ask or explain to anybody, I just went.

It's against my religion to work before 10am. If you call and get me earlier than that, *it's a miracle!* But, I did work about 2 hours before I went. It was a fast-paced 2 hours while I raked in \$1,496. I returned to my home office around 4:30 and gladly took another \$413.50 from a customer who made me work past 5:00! He wanted overnight shipping, so I carried his package to Mail Boxes Etc, right away. Do the math! That's \$1,909.50 worth of business in 3 hours. Hmm... How would you like to work 3 hours at \$636.33 PER HOUR!

And today, as I write this letter, on a Tuesday, working about 4 hours, I've already pulled in \$8,272.60. That's \$2,068.15 per hour.

On one of my favorite days I earned \$15,465.97 in 2 hours. Not only for the money, but because it was on my wife's birthday. Need I say it's a great life!!!! And it can be your life!

What Is This Amazing Business?

It's one that's been around for years, but it's never been so easy for the ordinary guy to get into it and to make a lot of money.

It's *mail-order*. Only it's actually grown past strictly "mail" order. In fact, it's more accurate to call it *direct response marketing*. These techniques are easy, precise, predictable, cheap to implement, and powerfully profitable! I call it Mail Order in the *Information Age*.

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These secrets work for *any* product or service. You just have to learn how to cash in on this boom for yourself.. That's because when you apply your skills in the biggest market in history, today's booming *Information Age*, you can quickly, easily, safely, and insanely enjoy all the time, money, and freedom you want to do whatever you want in life!

Excuse me. It's 9:06 a.m. and I've just been interrupted by the beautiful sound of the fax.

I'm sitting at my desk in Nashville, Tennessee, writing these very words you see. There's only 3 easy steps on level ground between my desk and my fax. A distributor is faxing in a \$1,047 order.

It's so nice of him to do that for me. He lives in Midland, Texas, but his website, of course, spans the globe. A man from Ft. Lauderdale, Florida called him up, then the distributor faxes me the credit card info in and, *Voila!*, that money's in *MY* bank account!

Do you see how today's simple technology tools interact? The client saw the product on the *Internet*, used the *phone* to order it, and our distributor uses the *fax* to transmit the order. I use my *computer's* modem to run the credit card. Later today I'll copy the manuals at the *Insty-Print*.

The fact is that more money has been made in direct marketing than any other business opportunity in history.

- Kevin Trudeau

I don't have any of my own money tied up, I'll use the *customer's* money that's *already in my bank account* to pay for the printing. (Hang around, I'll talk more about publishing-on-demand.) Finally, I'll tell *UPS* to deliver it. These are the only tools you need!

Nothing to it!

I don't know of an easier and more profitable business in the world! Remember that I didn't do any 'work' to earn this money:

BINGO! You're living **wealth principle #1 - *Multiplication!***

Get away from selling your time... to selling something *independent* of your time and effort...
...get into making a profit!

We set the website up for the distributor. By the way, he's now churning in orders like this nearly every day. We can help you the same way. I'll be sure and give you more details later.

Anyway... to continue!

Throughout this book I'm going to share a number of true stories. Every time I do, *imagine that you are the character in each story*. Why? There's a variety of reasons.

1. Psychologists, and Napoleon Hill, tell us that what we 'see' for ourselves tends to come true.
2. *You can* be the person in each of these stories!

In truth, none of these stories are of exceptional people or exceptional accomplishment. Normal people who, because they had a vision (refer to sentence above), took a little step... the step of action. What happened was a *result*.

See it first, that is the law. And it's become *so easy!* Anyone who will dare to use today's simple technology can easily match each of these accomplishments.

The truth is that there are individuals and companies raking in millions of dollars every week in this business; the big mail order houses like Columbia Music Club, Lilian Vernon or Fingerhut. But, think about it... until recent days, who had heard of

√ Bill Gates?

√ Jeff Bezos?

√ Amazon.com, or

√ Yahoo.com?

Household words today. Lifetime fortunes in a few light days... On the Internet... Think it can happen to ordinary folks like you and me? I sure do!

But first, excuse me again. I've just been delightfully interrupted by the sound of the fax again! I just can't keep my composure when that beautiful fax emits that abbreviated *ring*. Next, comes the *whirr-r-r* of a nice fat order.

Hmm. A nice lady in Inglewood, California wants to start with our Paper Profit\$ I & II. A \$247.90 order.

You Can Be Dumb Or Dumber And Still Succeed In This Business!

Once I was dumb. Technology dumb. Even the word 'technology' sounded high-tech to me. I was poor, too. Then I stumbled my way in.... over the course of a few months. I became rich and independent *easily*.

It started when I saw lots of 'normal people' with the ability to use the fax. So I asked one of them to help me. Five minutes later, I knew how to send and receive faxes.

I needed to know about marketing so I went to a mail order seminar and sent for some direct response marketing courses. Following the simple instructions I'd received, I wrote a classified ad and a 15 page sales letter. But, this time, they had the sure-fire power elements I needed to win.

And win I did. A few weeks later I quit my lousy job. That was several years ago. I got rich in the first few months.

Please excuse me again. ...It's 10:02 a.m. I've just been interrupted by my e-mail software. I have it set up so there's whooping and hollering every time an order comes in.

Yahoo! A \$997 order! The customer completed the secure, online order form and here it is. Total Internet. Everyday vanilla uncomplicated 21st Century technology.

She's going to get an e-mail confirmation - in fact, it's already delivered; that's how fast the system is - from us, confirming her order, telling her to look for Parthenon Marketing on her charge slip and generally reminding her what a great choice she made.

In fact, she's going to get a whole series of followup letters from the killer system we use - <http://www.AutoPilotRiches.com/>

It's 10:05 a.m.

As I was saying.....

*Oh, I m sorry - Please excuse me one **final** time.* After I take this telephone call, I promise that I'm going to get my laptop and go down to the first floor. I'll write on the dining room table - away from the profitable diversions of the phone and the fax and the computer.

But first... this is an affiliate on the line that we helped to go independent. He enrolled in the full 'Paper Profit\$' program at \$737 a few months ago. By doing exactly what the manuals explained to him, Scott Pentecost earned a smacking **\$42,629.15 on his first deal**. Today, he wants me to

take his credit card number to the tune of \$997.00. Hey, he's seen what our programs can do for a person. *Especially a guy like himself (a guy exactly like yourself).*

You ve seen it all..

- Some people prefer to use the phone.
- Others like to use the fax.
- Others like the convenience of doing everything on the Internet

- those orders come in by e-mail. Others, like you and me, orchestrate your profit-taking using all the mediums of communication; they all make you money.

The more, the better, right?

Whew! That's better. Now that I'm downstairs, I'll be able to write without thinking about all the money that I'm earning.

I had a friend show me in 30 minutes how to surf the worldwide web. Later, I took a class at the community college to build a simple web site. Then I scanned a couple of books on Internet marketing at Barnes and Noble.

Believe me. It's not important to have a whiz-bang web site that will purr-and-cat and whiz-and-bang the latest graphical marvels... In fact, that could work against you.

By now, we've all heard the stories of venture capital funded web-based companies spending millions one year, going broke the next. The media has labeled them the 'dot-bombs'. Or huge companies spending anywhere from \$100,000 - \$250 million.

They only spent that money because they had it... Ironically, you and I can put a site up for less than \$600 and make more money.

That's why I'm sharing my story with you; to get you going so that you can learn what it takes to be successful both online and offline.

I'm not untouchable. I'm not claiming to be the world's best Internet guru. But I still make a bit of money off the web. Hey, it's the 21st Century, the New Millennium! You can do the same thing.

It also illustrates the simple truth which is, *Get going!* The Internet is so happening that, today, any moderately executed Internet business can give you an independent living. If you want more, the Internet will serve it up on a silver platter!

Review: Let's remind ourselves of a few things that we just saw happening in this real life event.

I just made \$3,288.90 in less than 1 hour. But, I can't say that it was for 'work'. I didn't do a single bit of work to have this money come in! In fact, each order was a delightful interruption of the work I was trying to get done. Mail Order on the Information Highway did most of the work for me. The fax sounded off a couple of times... On the 4th, I simply chatted on the phone a little bit, concerning Internet marketing. No high-pressure sales.

Everyone of these orders was generated from the Internet. My costs, after putting up my \$100 per year web site, are totally zero. When you don't have to spend any big bucks to market, it *sure makes it easy!*

Everyone benefits in this marketing maneuver. The client who buys the product receives the highest value instruction available today! This is where millionaires are born. The affiliates each make a healthy profit. Marketing on the Internet, expenses are *zero* so, when a distributor gets \$300, that's a good hour's work.

I know of no business in the world that requires such a small investment to start, yet holds promise of such tremendous financial gains as mail order.

- E. Joseph Cossman

Myself, the licensor, as the writer of the copy and some of the products, I make a pleasing profit on every transaction without doing any work. This is one of the things I like best about writing, hiring, or commissioning an ad or product.

You do the work (or pay the bill) once, but it pays off for years! Talk about *leverage!*

Finally, the joint venture partners who supply the outside products, have just made another sale (and got another *paying* client!) with no effort on their part. Win, win, win, win.

There's money for everyone who wants it today.

What makes it all work? A combination of savvy marketing and today's simple technology tools.

When you study the 'Mail Order in the Internet Age' System you will have all the marketing savvy you need to write the same kind of killer classifieds, sales letters and web sites that I do. And technology? Not much...

√ the phone,

√ the fax,

√ the computer, and

√ the Internet

are the only technology tools in this true slice of life, this very moment as I write these words. And they're *easy* to master.

The biggest part, however, is knowing *how* to use the technology tools. *Lots* of people know more than me about the Internet and the computer. Lots of people can do things I can't. But I make a lot more money than any university computer professor I've ever heard of. Indeed, it's the marketing that makes money; people sending you orders, at all hours of the day and night, *like crazy!*

Talk about the *Information Age!* *That's* the kind of *information* I like. Those little digital impulses that transfer \$97, \$300, or \$1,000 directly into your bank account without your intervention or knowledge that it's even happened. **Yahoo** for the *Information Superhighway!* *Anyone* can earn BIG Bucks today!

You know I like the money flowing in this way while I do nothing but kick back and design *another* product that will make me even more money! And, if you'll simply implement the things I'm sharing with you, *you can have the same identical experience!*

Well, that just about wraps up this writing session. I'm going back upstairs to the 4th floor and 'work' a little.

I'm a lot richer now than I was when I sat down an hour ago. My \$3,288.90 for an hour's worth of hanging out is *greater than a month's take-home pay* for *millions* of 'successful' Americans!

I can't wait to get the real mail! Who knows how much I'll have waiting for me there?

Are you ready for your share?

P.S. If you're interested in becoming an Instant Internet Marketing affiliate and earning up to \$1,000 for a single sale, surf up to <http://www.InstantInternetMarketing.com/affiliates/> I'd love to share the wealth with you!

You²

I really value my time with my family, so I only allow myself a few hours 'work' each day - if you can call doing what you passionately love to do 'working' - yet that business earns me more than \$3,000 per hour.

When you learn the success secrets of Mail Order in the Internet Age, you find that the amount of money you make is *NOT* connected to the number of hours you put in.

These mail order principles when applied to the Internet (which is, after all, just *electronic mail order*) bring the money in even faster, in greater quantities and with less effort and investment on your part.

Super kool!

If you'll read to the end of this book, you'll find out exactly how you can get the same identical system up and running - chugging out thousands of dollars for you while YOU *enjoy* life!

Don't get me wrong... \$3,288.90 is not solely the impressive thing... although I'm sure you won't mind marking your success in

√ \$3,000 hours... or

√ \$3,000 days or

√ \$4,000 days or

√ \$10,000 days.

But, what you'll like the most is that, unlike a job, all this money floods in with little active effort on your part!

Success Can Be Yours

The good news is that the difference between success and failure in life is no more than 4"; the space between your ears. And no thicker than 4 pages, the number of pages in a successful direct mail out. In fact, Gary Halbert blasted from poverty to millionairehood on the fuel of a 1 page letter.

Actually, the difference between success and failure is even less than the thickness of a letter...

I would like to say the difference is in the information you'll learn in this book... After all, this book contains the proven secrets that currently earn *millions of dollars* for thousands of adventurous and fulfilled home based entrepreneurs!

It's true - you can't succeed without this secret knowledge. But that's not telling the whole story, either. The difference is really in what drove you to purchase this book, and in what drives you to *put these principles into action*.

Mindset

Is it this easy? Are you willing to consider an alternative to the grind? Are you willing to set aside doubt and disbelief long enough to give it an honest try?

Actually, because the motive power of what we're talking about here almost certainly comes from the *subconscious*, I sometimes prefer to call it *heartset*.

However, *mindset* seems to be generally more acceptable.

The law is: *See it first*.

You see, what happens to most people is that they get surrounded by limiting circumstances and take them to be the horizon of the world. In fact, they're nothing but a particular set of circumstances surrounding an individual at one particular time.

Lo and behold!... If they would move, the horizon would *change!*

Most people are not open to new ideas. Most people, for instance, cannot believe success can be so easy. Statistics tell us that 90% of the people who buy any book never read past the 1st chapter. Perhaps, when they read about making \$3,288 in a single hour, that's the ridiculous point where they'll feel justified in laying this book down. ...dooming themselves to blunder along in the same dark and favorless rut they're already tired of struggling in.

Whereas, if, rather than being convinced it must be difficult - *SELF*-sabotaged from even trying!
- IF they would **believe that it is easy, then they'd go to work looking for solutions**.

The answers would come; they always do.

Either way, you get what you think.

It's all about thinking differently... It's a *lot* more fun and a *lot* more rewarding being rich and happy!

Price Pritchett opens his breakthrough book, *You²*, with a 'True Story'. He tells of a time when he's sitting in a quiet room in a peaceful inn nestled among the pines about an hour's drive out of Toronto. How can you enjoy life more?

Then he hears something... He focuses his vision, and sees a fly at the window.

An ordinary fly wants outside - to freedom, food, and, of course, the pleasures of good sex. Beating its wings at higher and higher velocity, bracing its head and neck like a bull, it pounds the glass pane again and again and again. Trying harder and harder. Even in its fatigue, it raises itself once more - again and again - and makes a valiant attack.

Pritchett comments, "This little insect has staked its life on reaching its goal through raw effort and determination. This fly is doomed. It will die there on the windowsill.

Across the room, ten steps away, the door is open. Ten seconds of flying time and this small creature could reach the outside world it seeks. With only a fraction of the effort now being wasted, it could be free of this self-imposed trap. The breakthrough possibility is there. It would be so easy."

A true story... And Pritchett intends that you understand he's talking metaphorically about **you**. You see it every day;

- Both partners working.
 - Different hours
 - Two jobs
- no insurance, no quality time and permanently fatigued.

Guilt about how you're treating your children and your family - but you're pressed by your job.

Work A Few Hours A Day. There *is* an easier way. *Breakthrough!*

They envy me...

- √ working a few hours a day, most weekdays, that is...
- √ from home...
- √ 3 hour lunches...
- √ Entertaining at the best places in town...
- √ Constant vacations to California, Las Vegas, Florida, Mexico, and Latin America...
- √ Living in a 4 story home.

They can't quite figure me out... but they know, in one word, I enjoy something they only dream about -- *independence!*

But I'm revealing it all to you! It's *mail order*. Specifically, 'Mail Order' in the *Internet Age*.

Everything that I share with you in this book, in my courses, in everything I say and do, you can do, too.

If you will. Just like the fly. That's what stops most people, you know - not 'ability'. The fly had the 'ability' to fly out the open door.

I m a lot richer now than I was when I sat down to write an hour ago. My \$3,288.90 for an hour s worth of hanging out is greater than a month s take-home pay for millions of successful Americans!

Your job is wearing you out, stealing the best of your life, to enrich *somebody* else!

- √ I log on to the Internet, and I've got hundreds or thousands of dollars worth of orders.
- √ I check my fax machine and I've got hundreds or thousands of dollars worth of orders.
- √ I open my mail, I've got hundreds or thousands of dollars worth of orders.
- √ I pick up the ringing phone and I've got hundreds or thousands of dollars worth of orders.

I just kick back and smile while my bank balance grows every day, plan my next getaway and talk marketing with people all over the world.

You can too!

Start Working Easy! But none of it happened until I swore off working hard, quit my last job and started *working easy*. The biggest hurdle you may have is *believing it can and should be so easy!* Just like the fly.

And that fly, and his approach to working harder for success? He dies; beat up, wore out on his back on the window sill. Pritchett tells the truth:

‘Trying harder’ isn’t necessarily the solution to achieving more. It may not offer any real promise for giving what you want out of life. Sometimes, in fact, *it s a big part of the problem.*

If you stake your hopes for a breakthrough on trying harder than ever, you may kill your chances for success.

I invited Pritchett to tell you this story because it applies directly to you. ‘Mail Order’ in the *Internet Age* can make your life easy, prosperous, and productive! *Can t you just see it?!!*

Grab hold of that feeling and go for it!

Blowing The Lid Off The World's Most Profitable Business

And why you should be selling 'How-To' information products

How can I cruise the strips in the two U.S. Hollywood's, pick coffee beans on the Colombian slopes of the high Andes with Juan Valdez or go running on the beaches of Bermuda and still make *tens of thousands* of dollars back home?

Better yet, how can *you* do it?

How can I have my website churning out orders all of the day and all of the night, each of them with eager instructions for me to rush a product out, because the funds are already in MY bank account, ready for my immediate use? How can I bring an interested social friend in to my office on New Year's Day and, just coincidentally, have a \$782 order come faxing in during the 3 minutes that we happen to be in that little office (a spare bedroom in my home)? How can I make \$3,288 an hour while I'm just hanging out?

Most importantly - *how can you?!*

The 'Mail Order' Metaphor

It's all possible because technology has advanced to the point where anyone that is willing to spend a few hundred dollars can have it all; simple technology things like the fax, the computer and the phone.

Your neighborhood Kinko's has several hundred thousands of dollars' worth of equipment just waiting for your \$25 order. And, of course, we still have the old reliable pony express. But, when you want it, you've got overnight delivery and wire transfers. There's been a revolution, and you are the beneficiary! You now have *everything* that a giant multinational conglomerate has.

But what all this really says is that it's not 'just' *MAIL* today. You know, that's how it got started. People received a Sears Roebuck or Montgomery Ward catalog in the mail, sent their order in through the mail and received their order through the mail. It's still a great treat to receive merchandise through the mail, isn't it? Everyone loves it!

However, though it remains an integral component of the direct response business, the communications channels have expanded *way* beyond the pony express. Back then, at the beginning of last century, mail was all there was.

Today, 'mail' no longer plays the preferred role. We still use the term 'mail order', but it is a metaphor for *all* the mediums of direct response marketing and fulfillment.

And, by the way, mail is *still* a very big component of the mail order business. A look at the mail that enters your house any week will amply testify to that. It still carries the operational onus of the business for the majority of direct response businesses (Internet-based companies being the significant exclusion, much to their cost-saving benefit!)

But you can go the other way, too, 100% online. That's mail order too. There are more and more businesses opening up every day that *solely* operate online. Of course, there's the obvious ones like Amazon.com, but there's already hundreds of thousands of others. Corey Rudl, a 'little guy' Internet success legend, has made over \$5.4 Million with his computer set up in his garage.

Yes, 'mail' order has expanded. In today's Internet Age, it is multi-dimensional. So what *mail order* has come to mean is direct marketing using any or all of the means available, commensurate with your resources and ambitions; The mail, the phone, the fax, the Internet, courier services, wire transfers... You're not limited as to how you put the word out and you're not limited as to how you take the money in! Nor are you limited in delivery options today.

Direct response marketing is essentially a form of marketing where advertisements, publicity, web sites, e-mail and, yes, regular mail; whichever is used, solicit the order directly from the ad. It's the famous 'not available in bookstores' line - it's not!

You order it

- √ from the TV 800#, prompted by a commercial of some sort, or
- √ from the radio, or
- √ from a magazine ad or
- √ from reading an exciting letter that really pounds on all your hot buttons....

Even though mail does much of the work, it's just a component channel.

For instance, Columbia Record Club runs an ad... You can respond by mail, fax, phone or on the Internet. *That's* what you want - *ease of ordering*.

Your product may be *delivered* by mail but fewer and fewer people are taking the time today to write a check and *mail* it in. Instead, they use their credit card on the phone or, as more and more people do today, go to the fax or the computer.

So, why not deliver your *digital* product (your info product in e-book or program form) to them at the computer? Your costs are \$0, the process runs on autopilot and their satisfaction is higher.

Most people with discretionary income today have a fax and a computer. And if your prospects don't have discretionary income, you'll go broke!

Millions more join the Internet revolution every month!

p.s. if you want a *free* fax number, simply surf up to www.jfax.com or www.efax.com and get your number today!

What's so different today, from the days of yore, is that everything in business today is readily accessible by anybody!

√ By printing letters on your computer

√ by building a simple website and

√ by putting a professional sounding message on your answering machine,

....you have the ability to create the same *appearance* as a giant multinational corporation!

Now, don't get me wrong, you *can* get started with nothing but a phone and the mail... In fact, some people *only* accept orders by mail as their way of doing business. These people simply want a low-key income with no hassles. But an ambitious marketer would ask, "Why not let people send me money however they like?"

And even if you start with nothing but a phone and the mail, surely, you'll want to get a fax and computer once the money starts pouring in (not that you ever have to figure out how to actually use them yourself). It just makes your reach and your profitability so automatic, so easy, so L-A-R-G-E, and so *OUTRAGEOUSLY FUN!!!*

Phone, fax, Internet, mail... It all works.

You say you don't accept credit cards?! Some people think 'credit cards' bring problems but your sales can *easily* double when you do accept cards!

Well, I'll tell you what... I'll *give* you guaranteed sources that *will* accept and process your credit card orders - no matter *who* you are. They're called 'fulfillment centers' and 'order-taking services'. You can find them in the yellow pages of any big city.

Try out Mountain West Communications at 1-800-642-9378. They'll take your orders, process the credit cards 24 hours a day and send you the money!

That makes mail order easy!

If you want to accept and process credit cards yourself, surf up to www.InstantInternetMarketing.com/resources There, you'll find a link to E-Commerce

Exchange. You're looking for reliability, customer service, a low discount rate, real-time Internet processing, and *shopping cart* compatibility (for your web sales).

You can also call them at 1-800-675-6573. Tell them Ted Ciuba of Parthenon Marketing sent you and they'll treat you like a king... They'll *waive* your start-up fees.

At any rate, to stay advised of the *latest* merchant breakthroughs, cyber up to my web site. We'll always have the latest posted there.

The Advantages of [Not Only] Mail Order

It's good that this business isn't just done by mail. You'll learn to love this fact. From our point of view, the fax, the phone and the Internet are all better! You're asking your customer to do less work, which means he or she is more likely to order from you. Additionally, you get the transaction completed immediately and the money in *your* account definitely brings a flush of satisfaction.

Mail is slow and puts more distance between the transacting parties. It's burdensome to write a check, find a stamp and mail it in. Plus - and your consumers all know this - it means the product delivery will be slowed by 3-7 days. *Not what they want!*

The phone, fax, and e-mail collapse that distance. It's truly a 'High Tech, High Touch' world. Customers want the assurance of personal attention when they want it. You can give it to them!

How you get the majority of your orders depends on your marketing approach. For example, in this comparison between the published figures of 2 successful direct response marketers, you can see which one does and which one does not market on the Internet, can't you?

| Marketer #1 | Marketer #2 |
|--------------------|--------------------|
| 85% telephone | 45% phone |
| 10% fax | 35% Internet |
| 5% mail | 15% fax |
| | 5% mail |

What you surely see, in both cases, is the relative un-importance of mail in today's market. 5% of the business in either case. Yet it's still called *mail order*. It's a metaphor. It's romantic to talk about it, because it still represents the *physical* asset called *cash*.

Today, we even call TV and radio 'conventional' media.

Yes, today, the *Internet* is hotter than ever! If you're especially interested in making your fortune on the Internet, stay tuned... You'll be glad you did.

The Surprisingly Small Math To A Million Dollars

Most people I run across think you have to have a blockbuster seller to make tons of money. *Wrong!* The media has us thinking that way. But, if you would like to earn a million dollars, it takes only 50,075 copies of a \$19.97 book to earn a million dollars!

And what if you wrote *1001 Ways To Be Romantic*, like Greg Godek, and sold 1,000,000 copies at \$19.95. How about a sizzling **\$19,950,000!!**

There's one more math step that I'd like to take you through. When you sell 50,075 units of a book at \$19.95, how much do you actually get to *keep*?

What if, after all marketing, production and fulfillment costs - all the costs of your business - you only get to keep 50% of that? **\$499,998.88**. Not too shabby for a few hours work, is it?

And if you sell a million *units*, you only get to keep **\$9.9 Million!**

See It For Yourself!

| Units | Price | <i>To Earn...</i> |
|--------------|--------------|--------------------------|
| 50,075 | \$19.97 | \$1,000,000 |
| 25,019 | \$39.97 | \$1,000,000 |
| 10,309 | \$97.00 | \$1,000,000 |
| 3,367 | \$297.00 | \$1,000,000 |
| 1,357 | \$737.00 | \$1,000,000 |
| 358 | \$2,797.00 | \$1,000,000 |

Reality Chicklet

"It's Your Turn!"

Try a few price points of your own

Formula:

| To Earn | Divided By | Price Point | Units Required |
|--------------------|-------------------|--------------------|-----------------------|
| \$1,000,000 | [example] | \$29.97 | 33,367 |
| \$1,000,000 | | | |
| \$1,000,000 | | | |
| \$1,000,000 | | | |

Just get started!

Literally! Money comes in all hours of the day and night; phone,. Fax and e-mail. Only the mail is predictable - Monday through Saturday.

Hey, life is great! I wouldn't want it any other way!

You too can start humbly. You too can be successful. Just follow the simple instructions in *Mail Order in the Internet Age* and *YOU* too *will* be successful!

Ted Nicholas started with a \$97 ad. He was an ordinary guy one day, an apparent failure - deeply in debt and worried about survival. A few days later he was getting *bags* of mail from the

post office every day at his house, filled with orders - with beautiful cash, checks, and money orders! He pulled in \$400,000 in 4 months. Over \$500 *Million* in his career of some 20+ years.

Gary Halbert got the electricity turned back on, wrote a 1-page letter and borrowed a first class stamp. That project has earned over \$1 Billion to date! Gary routinely spins out million dollar projects today.

Cindy Cashman wrote and self-published a book under an assumed name. While most publishing house 'authors' are grateful for a single purchase, Cindy never sold a 'single' book. She sold *Everything Men Know About Women*, by Dr. Alan Francis, only by the case lot - 100 books at a time! Her book was absolutely blank - nothing but a cover and 128 blank pages. Talk about *leveraging* information! Now she's retired with her million dollars to the posh side of Lake Travis in Austin, Texas. I first met the charming lady when she was vacationing in Bermuda.

Russ von Hoelscher is a mail order icon. He was visiting with two friends on a summer weekend, sharing what he knew about mail order. The recorders were running all the while. They edited them into 8 hours of cassettes and offered them by mail order. They sold 6,743 sets of the 'Program', for a total of \$1,314,885. ($6,743 \times \$195 = \$1,314,885$. See how easily the 'Math To A Million Dollars' multiplies out?!!)

P.S. That's off only *one* 'information product' in his catalogue!!! Russ says it. "We took in an average of \$25,286.25 a week!"

Ted Ciuba started with a free classified on the Internet. Today he runs a worldwide multi-million dollar consulting and direct response company giving aspiring millionaires and business

people the *information, resources, motivation and assistance* to easily and, almost instantly, capture their own million dollar goals.

Terry Dean, an experienced Internet Marketer, decided he'd like a new Mustang GT convertible. So he sends an e-mail to his list, and, lo and behold, pays \$30,000 *cash* for the car.

Mark Nolan let the tape recorder run when he was giving a talk. A typist transcribed it and he called it a book. Next, he writes and mails a 4-page letter. Sitting at his kitchen table, he's sold more than \$3,000,000 worth of that book.

Dave Ramsey hopelessly screwed up his financial life. Then he hit upon *Information Marketing*. Today he's a millionaire several times over, selling people advice on how to get out of, or avoid, financial trouble. Seminars, books, tapes, radio, franchises.

Peter Sun had a job delivering hot buns from the bakery - by bicycle! He scraped up a few bucks from tips, ran a small ad and the response swelled until, in a few months, he was earning \$10,000 per week! He quit his lousy delivery boy job...

Earning More Money In A Week Than You ever Did In A Whole Year!

Robert Allen is fond of saying, "You Are One Classified Ad Away From A Fortune!" He knows whereof he speaks. He placed a cheap classified ad, costing less than \$20, in his local paper one day. His phone went berserk and, within weeks, he was earning \$10,000 a DAY in the information business, pulling down six figures a month!

Eileen & T.J. Rohleder of Goessel, Kansas, sent off thousands of dollars for one business opportunity after another. Most were based solely on theory and lacked key processes to make them practical. Some were outright scams. Many the nights they labored. Then they came up with an original way to use classifieds and the telephone to sell. No more carpet cleaning for the Rohleders! *Success FLOODED in!*

"This business made us rich. *Just 4 years after we started*, we had taken in a total of over \$10-million dollars. Our lives were changed forever. All our dreams came true. We bought new homes, cars and great vacations. We gave money to our family and did all the things we used to dream about".

Success brings a certain change...

- √ People respect you more...
- √ They look up to you...
- √ You're an expert, a guru, a respected person

If you've earned a lifetime's worth of cash in a few months, you're suddenly no longer 'normal' - even though you were perfectly normal 6 months earlier when you were still struggling...

Which is exactly my point. All these people are 'normal'. They may appear bigger than life today but it's just the glow of success. Of course, they've each learned a lot and can maintain and repeat the performance. But, though they have more success and connections today, there was a day when there was NO DIFFERENCE between where you are now and where you want to be.

A lifetime's worth of cash in a few months. How would you like to go into your job with a \$400,000 bank account and quote Johnny Paycheck, "**Take this job and shove it!**"?

The More You Mail The More You Make

And, you say you want more money?!.. *The more you mail the more you make!* What's holding you back?

Let's look at the mechanics of a real life mailing of 1,000 pieces. Your first effort doesn't have to be like the example below but, after you've been at it awhile, you'll probably think this is a relatively small effort. Assume a mere 7% response rate - quite legitimate for a \$39.97 + \$7.00 s/h = \$46.97 book to a targeted audience. Of course, you're going to have some expenses.

Test Mailing

| | | |
|-------------------------------|--------|-------------------|
| Pieces | | 1,000.00 |
| Printing | | \$277.00 |
| Stuffing | | \$40.00 |
| Postage | | \$320.00 |
| List | | \$185.00 |
| Cost to mail | | \$822.00 |
| Evaluation | | |
| Cost per letter | | \$0.82 |
| Number letters | | 1000 |
| Response rate | | 7.00% |
| # of purchases | | 70 |
| Amount of purchase | | \$46.97 |
| Gross Income | | \$3,287.90 |
| Expenses | | |
| Mailing | | \$822.00 |
| Product Cost | \$3.00 | \$210.00 |
| Fulfillment | \$3.00 | \$210.00 |
| Overhead & Returns | \$3.00 | \$210.00 |
| Total Expenses | | \$1,452.00 |
| Total Profit | | \$1,835.90 |
| Total profit per book | | \$26.23 |

| | | |
|--------------------------------|--|---------------|
| Total profit per letter | | \$1.84 |
|--------------------------------|--|---------------|

After all the shooting's over, you've made \$1,835.90. That's \$26.23 per book sold, or \$1.84 per letter actually mailed.

Okay, \$1.84 per letter mailed may not sound like too much...

√ Even though you made \$1,835.90 on the whole package.

√ Even though *you* didn't really do anything.

This profit includes having someone else do ALL the shipping and handling.

Remember also, when you mail to your own list online, though you still have fulfillment costs, you eliminate the largest single expense - the printing and mailing expenses just to get your sales message out. Sure, it can seem somewhat complex the first time you go through the process. But, after you've done it a few times - had your learning curve and got relationships set up, it's just a matter of making a few phone calls.

But, you see, the real beauty comes on the rollout. Up to now, you've just sampled the waters...

You Get Rich On The Rollout!

Here's where it gets *really* sweet! Put the leverage of mail order to work for you! Want More Money? Simple, mail more mail!

Think this over for a moment. If you make \$1.84, every time you mail out a letter, don't you think that's pretty easy money? If you want to earn \$1,000,000 then simply make a few phone calls & direct that 543,478 letters be mailed out.

But there's more! Here's where you really appreciate the business control that you get from direct mail! Strap yourself in, because you're about to go crazy with excitement and I don't want you to get hurt!. We're breaking out the *Multiplication Tables!*

Mail order allows business owners to tirelessly, relentlessly, and inexpensively make their best, most compelling, most powerful cases without ever deviating from their rehearsed sales pitch, without ever getting cold feet, without ever forgetting an important point, without ever flinching when a customer gives them a difficult retort, countering every objection, and delivering the perfect close

.- Jay Abraham

When you roll out, the picture changes. There's lots of things working together for you on the rollout! Let's say that, because of your headline, bonus, warranty, and price tests, you've been able to raise the response rate from 7% to 9.85%, while increasing the package price from \$39.97 + \$7.00 s/h = \$46.97 to \$47.00 + 7.00 s/h = \$54.00, again confirmed by a few more introductory test mailings. Also, because you're now a bulk customer, your price per direct mail letter drops slightly from 824 to 684, and your product production cost drops from \$3.00 each to \$2.38 each. These are realistic figures.

Indeed, let's *see!*

| | | |
|--------------------------------|--------|-------------------|
| Cost per letter | | \$0.68 |
| Number letters | | 1000 |
| Response rate | | 9.85% |
| Number of purchases | | 98.5 |
| Amount of purchase | | \$54.00 |
| Gross Income | | \$5,319.00 |
| Expenses | | |
| Mailing | | \$680.00 |
| Product Cost | \$2.38 | \$234.43 |
| Fulfillment | \$3.00 | \$295.50 |
| Overhead & Returns | \$3.00 | \$295.50 |
| Total Expenses | | \$1,505.43 |
| Total Profit | | \$3,813.57 |
| Total profit per book | | \$38.72 |
| Total profit per letter | | \$3.81 |

Also, remember, your hard work is all done. You've got your product and copy in place. Now you just kick back with no work and no effort!

You're earning \$3.81 for every single letter that you mail out on the rollout!!! That's with the *same* effort and risk - no more. Your earnings are up from \$1,835.90 to \$3,813.57, a very *doable* 108% increase!

And you're no fool! How long do you think it would take you to ask this question?:

How many names can I mail to?

Grab hold of this one! Direct marketing is not a crapshoot! Once your project is producing profits, you simply roll out on success. The numbers get larger. It's that simple. Also, in this populous country of ours, there's hardly a category that doesn't have 1,000,000 or more names.

$$1,000,000 \times \$3.81/\text{ltr} = \$3,810,000$$

Wowee! Multiplication was never this fun in school!

Since you have to think anyway

You might as well think BIG!

- Donald Trump

But wait! Let's do a little more math, trying on a few different sets of the 'universe' of names for people interested in your product. Let's say, averaging the effects of dilution (reaching to people beyond the first levels of predisposed interest in your product) and duplication (same names on different lists), your response rate takes a staggering drop of 40% down to a 5.91 response rate. That would bring your profit per letter down to a meager

\$2.02 per letter mailed. Everything else remains the same, of course, as it has been tested to be effective. Let's see...

| | | | |
|---------------|-----------------------|-----------------------|------------------------|
| Names | 1,000,000 | 2,000,000 | 5,000,000 |
| Profit/Letter | \$2.02 | \$2.02 | \$2.02 |
| Total Profit | \$2,020,000.00 | \$4,040,000.00 | \$10,100,000.00 |

How would you like to make \$2,020,000 in a couple of years?

The good news is you can!

Reality Chicklet. What if you'd done a mail out of a 1,000 letters and lost money? How much? The likelihood of a *zero* return is almost infinitesimal... especially if you're following a good sales letter checklist! It's only when you've got the numbers that you launch yourself into a rollout.

What if you do a mail out and lose? How much can you lose? The likelihood of a *zero* return is almost infinitesimal.

So, you can lose *some* money... but not very much. Then, of course, it's made up for with the winners.

It's Not a Crapshoot, But *It Is A NUMBERS Game!*...

The big event is to get a definitive win in an optimized test marketing effort, and then roll out with the winner!

If you have a stinker... two things:

1. you probably made back some or *most* of your money... so it wasn't a washout. You're not gambling like that.
2. you've also received feedback on what's *not* successful. Proceed as the market indicates, testing something *different*, such as a different headline, a higher or a *lower* price, a different offer, or a different guarantee.

This is *optimization* - getting the highest return possible

√ out of every dollar you invest,

√ out of every ad you run,

√ out of every process you employ.

Place two ads side-by-side. Nine times out of ten, there will be a significant difference in pulling power, attributable to headline, offer, bonus, premise, or a group of other things which I promise to discuss with you in greater depth.

Optimization is essentially a scientific process wherein we test, or try out, different alternatives to find the better one. We can't tell by guessing, even by 'educated guesses'. But the marketplace will always reveal its preferences.

So your business becomes, in effect, an arena of science.
You don't risk very much. But trying a few alternatives will
usually give you one that far outperforms the others...
That's the one you rollout with!

*When you test something and you
know you have a winner
there's no risk involved*

_ E. Joseph Cossman

This is every business person's dream... And you've got it in mail order. There's *nothing* like it!

√ To have definable, knowable profits!...

√ To control and eliminate risk!

Because, when the numbers are secure, it's like you're playing with a rigged table... Of course
you're winning!!!

...And *the best is yet to come!* So far, you haven't seen anything but the *beginning!* I can't wait to
show you how you can pyramid your profits to over \$100,000 from a single customer - starting
with just a \$337 sale!

Information Marketing

Every business is first and foremost a marketing vehicle. Only after you understand that does your brilliant and badly needed product stand a chance in today's competitive marketplace.

Ted Ciuba

There are two distinct aspects to business. If you understand this distinction, you'll be light years ahead of 95% of your competitors...

Most people do it wrong... poor product, low prices, ineffective advertising, traditional opportunity... No wonder they fail! You won't have to do that.

Most people don't understand the rudimentary division in business between the *two* prime divisions of business - any business.

Every business consists of the core expertise - that is, the product or service that is offered. However, many people stop there, thinking they're in the design business, or consulting business, or landscaping business, or oil business, or railroad business, or dance business... They've only got half the picture at best.

The *real* business that every business person is in is the *marketing business*. Cars, insurance, information products, etc... these are the particular 'vehicles -' each separate 'business' chooses to do business *with*. That is, one person or company chooses to originate mortgages (vehicle) as their method to make money (the common end of all business). Another person or company chooses to sell

Whatever else you do, you are also in the marketing business

antique furniture and trinkets (vehicle) as their method to make money (business).

Every business - *all* business - Is **MARKETING**. Without marketing, you have no productive activity. There is no income. There's just a product in a warehouse or a garage or a skill lodged with an individual or a firm.

Most people don't understand this simple distinction. Your business is not really

- 'health products' or
- 'business opportunities' or
- 'mortgages' or
- a 'search engine submission service' or
- 'indigenous products from Bolivia' or
- Civil War artefacts.

Your business is really letting the people that might be interested in these products know that you have them, at a high value, and they can make their lives immediately better when they get them.

That's marketing!

One easy way to sprint ahead of your competitors is to simply realize that you're in the *marketing* business. Leave 'em eating your dust!

To Optimize... to fully optimize your results, you should take your understanding to the next level. You'll more fully optimize when you conceive both your product and marketing maneuvers as including substantial elements of each other, simultaneously affecting and being affected by each other; independent and integrally connected.

Fortunately, it *sounds* a lot worse than it is... In theory you might think you need to be versed in Eastern mysticism. In practice, I'm just talking about *reverse engineering*. The most successful enterprises are those that select their market first, according to where they find a *starving crowd* and *then* adopt and develop their product with an eye to what that market *wants*. After having decided on your product, you then develop and launch your marketing plan with your market and your product both clearly in mind. Talk about *targeting!*

Easy. There's only 3 things;

1. Market
2. Product
3. Marketing.

Easy. When you know how!

WHEN you know the secrets, it's a breeze. Kind of like the juggler, keeping 5 balls in the air... *Easy*, when you know the secrets. Then it's just developing the flow that comes with mindful and engaged experience.

We Have A Very Strong Bias

You and I... We want the *business* that offers us the most advantages with the least disadvantages, don't we? Maximum returns for minimum effort. Right?

Maximum money in minimum time.

That's why you need to know about *Information Marketing*. That's what we call the *direct response marketing* of *information products*. When you combine the advantages of direct response marketing and information products together in *Information Marketing* you've just found the best business there is!

It's trouble-free, *profitable*, and reliable.

Successful, Savvy, in tune with the trends...

Using Today's Simple
Technology Tools like The
Phone, A Fax and, Above All,
Your Computer Hooked To The
Internet, Working Part-Time
From Your Home, You Can
Quickly, Easily, & Safely Earn
Well Over \$100,000 Per Year
in... Mail Order 'in the *Internet*
Age!

There is no more ideal product than an information product. In a nutshell, it's got a high perceived value, it's cheap to reproduce, and very affordable to ship. Losses due to damages are virtually non-existent. Your prospects are easy to find, cheap to approach, and easy to convert.

If you operate your Internet Business as an *Information Business*, all these advantages are multiplied exponentially! There are NO costs associated with digital delivery - there are NO product costs. Further, it costs you NOTHING to send an e-mail to your customers... E-mail is *free!* The Internet is a revolution that is benefitting *YOU!*

Online and offline, all of these things make a *setup* for the perfect business... Which is what *Mail Order in the Internet Age* is all about!

No need for employees, expensive overhead... You can live your life on the beachfront, if you want. Or from home in Spokane, working part-time, if that's where you want to live.

Announcing!

- *The Marketing of Information* -

Direct Response - The Greatest Method

Direct response marketing, or 'mail order', is a *method* - one way - of conducting the marketing and selling function of your business. There are many more, such as

1. opening a storefront and letting people walk in or
2. sending a sales force out to make calls,

but mail order is the most elegant, trouble free, affordable, and profitable.

The principles of direct response marketing can be used to sell darn near *anything!* Just think of your own experience as a consumer and as a person who's seen lots of ads in magazines, newspapers, the radio, and on TV (Among other places).

Companies are using direct mail to successfully sell furniture, magazines, gourmet food, jewelry, fine wine, electronics, kitchen ware, clothing, toys, magazines, cigars, records, golf equipment, home loans, business opportunities, insurance, credit cards, computers, software, adult things, works of art, shoes, vitamins, cameras, office supplies, printing, wigs, flowers, gardening plants and equipment, books, cosmetics, videos, exercise equipment, real estate, real estate plans, pet supplies, collectibles, newsletters and much more!

Think there's any opportunity in mail order? Nobody's become a millionaires overnight. The *first* successful letter that Gary Halbert wrote has already pulled in over \$700 *million!* (Using conservative estimates... others place it 3-4 times as high!) He wrote it one evening after they turned the electricity back on in his house!

It's Easy To Find Your Market

We affectionately call Gary Halbert the 'wildman' of the copywriting profession. He once asked a group of aspiring marketers a simple question. "Assuming," he says, "you've got a hamburger stand", he continued, "and you could have any *one* feature concerning your business... What would it be?"

The motivated group shouted their answers:

- *Killer advertising!*
- *The best location!*
- *Reliable help!*
- *The best hamburger around!*
- *A price lower than my competitor's!*
- *The cheapest price!*

And so it went... After all the answers were out, and he'd written them all on the board, he asked everybody to review the list, to think again... "Are you sure there isn't something else? If you can only have *one* thing?"

A few more things were mentioned, actually repeats or variations of things already on the board. Then Gary, getting close, huddled with the crowd and whispered into the mic, "if I could only have ONE thing, I'd want"...

A Starving Crowd!

Instantly everybody knew Gary was right.

With a starving crowd you don't need any advertising, any location will do, because they're there, and they're hungry. They're *MOTIVATED TO BUY!*

And if it takes a few minutes longer to get their burger, because you're short one unreliable employee, they'll wait. And nobody asks if you're the 'best' burger around...

By the way, I've *never* met anyone over 12 years old who actually thought McDonald's had the 'best' burger around... Have you? Of course, you know, no one sells *more!* **This should illustrate to you that it's more than just the 'best' burger** that makes for financial success.

And, when a person's hungry, and you're the one there, you're not compared against some competitor's pricing, because there are no competitors... (for this reason you want to develop your *U.S.P.* - Unique Selling Proposition. *More on eliminating competition* later.)

And how's this for a sweet note?! With all these advantages, you'd be a fool to give your customers the 'lowest' price and not make any money for yourself... And likewise not be around to serve them another day...

Things are totally different when you're selling to someone who's *aggressively seeking you out!* If you've ever been a salesperson, you know what a dream this is!

Well guess what? It's not a dream in mail order!

The advantages that you have with direct marketing allow you to target niche audiences. You only spend your advertising dollars in areas where you *know* people are *predisposed* to your product or service. People who are *hungry* to buy from you!

Different people read different magazines and different e-zines. Different people frequent different newsgroups. They, like every human being, are just following their interests. Therefore, when you advertise in different publications, you are advertising to people with a *professed* interest in the subject matter. Everything from *The Economist* to *The Globe*, *The Wall Street Journal* to *People*, the *Hog Farmer's Update* to *Guitar Player*, *Vintage Porcelain Dolls* to *Sniper*.

Thus, if you have a dazzling new guitar wah-wah pedal, you don't waste your resources advertising it in *The Wall Street Journal*, do you? Few guitar players read *The Wall Street Journal*. But they do congregate in the pages of *Guitar Player* or its online equivalent, don't they? Here's your *starving crowd!*

The same thing goes, in reverse, if you have a businessman's product. Sure, *some* guitar players are businessmen, with businessman's concerns... But, statistically very few pickers are businessmen. Therefore, you wouldn't waste your money on an ad for a businessman's product in *Guitar Player*. But *The Wall Street Journal* for a businessman's product? There's your *starving crowd!*

And with either publication you wouldn't advertise a great new high protein, high body building hog supplement that would increase hog farmers' yields by 23.9%, would you? But if you're in the *Hog Farmer's Update*... There's your *starving crowd!*

Thus you see how niching goes. 'Everybody' is *not* your customer. You're always seeking to optimize the value of your investment, so you only pay to reach people who are *predisposed* with an interest in your product.

Your costs are lower, your prospects are more responsive. And the money you make is multiplied many times over. It's easy to 'Get rich in a niche'. It's likely you'll go broke trying to sell to 'everybody'!

Whether by advertisements in publications or you rent mailing lists of proven mail order buyers *of similar products*, or you advertise in e-zines that attract your type of buyer, with direct marketing you approach your exact specific market. It don't get no better than this!

It's like shooting fish in a barrel! They're there, gathered together in a little area and you've got them.

It's entirely legal and ethical! Understanding how direct marketing works literally gives you a license to print money.

Who Should Use Direct Marketing?

Some people have the mistaken notion that direct marketing is only for mail order companies. You already know better. Nothing could be further from the truth.

Direct response is truly the *only* kind of advertising that any company should ever do. It's about maximizing your revenues! Minimizing your expenses. It's trackable. It stimulates *sales*. Conventional advertising doesn't work. It's not trackable. Why would you want to ever do anything else other than direct response advertising?

To maximize its effectiveness, even your Yellow Pages ad should be direct response oriented. Not only will you make more money - because you'll have an offer that inspires action, but you'll *know whether or not your ad is working*. You see, every time people ask for the unique special you've identified in your ad, you know they've seen it in the Yellow Pages.

It's the same online and offline - direct marketing brings a bundle of *particular* benefits to any business in the world!

Mortgage professionals, dentists, chiropractors, lawn care professionals, hair dressers, computer programmers, publishers, manufacturers, software developers, restaurants, consultants, speakers, printers, salespeople, nutritional companies, and almost any other business you can think of all use direct mail to generate leads and customers like mad. Watch your mail... or e-mail.

Direct marketing offers you the ultimate in marketing firepower - ALL your money goes to *effective* marketing... with no waste on people who could never buy. *Hm-m-m-m*.

Ads And The Mail

The basic selling devices of direct response marketing are *ads* and the *mail*. You've no doubt seen millions of impressions, so you know what I'm talking about. Something you may not be aware of, however, is the 2 standard approaches these devices use.

Lead Generation and Direct Selling

Any ad or sales letter approaches the selling effort either with 1-step or 2-step selling. Lead

For all the exciting facts simply
request your... ***FREE Special
Report!***

generation, or 2-step selling, refers to the process of getting an interested person to respond at a low level of involvement and then stepping them up to the intended sale.

Any time you read, watch or hear an ad that invites you to respond for a 'free special report' (a very powerful sequence of words!), or 'free information', you're seeing *2-step advertising* in action.

When they request it, they've taken step one in this sequence.

The free special report arrives, and it's loaded with valuable information. Its sole purpose, however, is to get you to buy the product or service being offered. Some marketers refer to it as a 'disguised' sales letter. It is.

When they order the product, they've taken step 2.

Direct selling, or 1-step selling, most frequently involves mailing a full sales package to a prospect with your first contact. In fact, however, any ad that asks you to send money is a 1-step ad. Thus, for instance, you see many advertisements in magazines, papers and the TV that ask you to send anywhere from \$3 to \$79 dollars to purchase the product. That's 1-step, selling directly from the ad.

Even with affordable products, but especially with more expensive products, it's easier to capture the sale with 2-step selling. That's why I'd recommend that anyone start with 2-step marketing.

A more sophisticated approach actually combines *both* approaches. For instance, an ad or mail piece might 1-step you into a \$19.95 book, which might in turn, even while delivering full value for your purchase, invite you to get involved with a bigger, more benefit-laden course on the subject or opportunity. Thus you've got a 1-step ad, with the product itself working as a 2-step special report.

Publicity Can Make You \$1,000,000

Fame, riches, love, FUN, relationships, prestige, respect!...

It can all be yours...

With a few press releases - literally, *with a few clicks of your left mouse button* - you're an instant expert, an authority on your topic or product. And, aren't you? Whatever it is you sell, you're the expert on it - compared with thousands and hundreds of thousands of others...

How about being a guest on radio talk shows...

√ appearing on *Larry King*?...

√ TV... *Oprah, Donahue, Sally, The Today Show*?...

√ Newspapers... *The Washington Post, The New York Times, The San Francisco Chronicle*?...

√ Magazines like *Time, Forbes, Popular Mechanics*?...

Think it might boost your career?

One single piece of publicity in *Family Circle*, earned Harold Moe \$3,591,000. Most people think Moe did okay.

Perhaps you've heard of Paul Hartunian, who offers simply the best entrepreneurial publicity course in existence today (available at <http://www.InstantInternetMarketing.com/publicity/>) He earned a smacking kool \$400,000 for 2 hour's work. At that rate it'd take him an hour and 15 minutes to earn \$1,000,000! We're *talking leverage here!*

That's not the greatest prize for a single press release, but most people would think that's pretty good for a man who woke up one morning to his radio alarm, got motivated by the news, ran to his word processor and compressed the guts of his inspiration into a few paragraphs. He became famous *and rich* as the man selling the Brooklyn Bridge.

If you know *how* to use publicity, you can get rich off of it.

If you try to *sell* - using the media for an advertisement - you'll be an *instant loser*. You'll only last the 3 seconds it takes to interject filler... On the other hand, if you get interviews and name and face recognition and you don't make any money, you're also a loser. Fame without money is *not* acceptable. Fame *with* money is very good.

Fortunately, it's simple to convert yourself into a winner simply by understanding a few crucial things about publicity.

It all basically refers to treating the media as you would any marketing target - by giving them what they want - and collecting a *willingly paid* price for doing it.

Family Circle featured the book of self-published author, Harold Moe, *How To Make Your Paycheck Last*.

That *SINGLE* piece of publicity brought in over *180,000 orders* at \$19.95 each. Just in case you're wondering... that's \$3,591,000 - In 60 Days!

\$3,591,000!!!

So your solution is to offer the media *news*. That's what they want. And as part of that 'news package' that you're giving them, is a mention of your contact information, an address or phone. It's a simple deal that the media knows.... the deal of the day. But you can only count on it if you ask for it.

It doesn't have to be a dream...

**Easy, Instant, Cheap - Technology-Advantaged - Predictable,
and 10 Times More Powerful Than Paid Advertising!!!**

Here we are, face-to-face with the outrageous power now in the hands of the little guy - with home based technology. Simple stuff, really. Like a computer with Win-Fax Pro... and a telephone line. You write a *guaranteed-winner* press release (because you know *how* to do it) in a few minutes. Then you fax-blast your press release to thousands of media sources with the click of your mouse.

A broadcast-faxed news release is what got me a TWO PAGE ARTICLE, IN COLOR, IN FORBES MAGAZINE.

If I bought two pages of advertising in Forbes, I d pay between \$50,000 and \$75,000. I paid 154C. Which price do you like better: \$75,000 or 154C?

Paul Hartunian

Publicity gives it *ALL* to you! It's easy, instant, *cheap*, technology-advantaged, predictable, and *outrageously effective!!!* - 10 times more powerful than paid advertising!

Let's start with writing a release. Unlike a sales letter, which may run anywhere from 4 - 44 pages, a good press release is a single page. *Double-spaced!*

And, while writing a sales letter can be a mindbuster, to say the least, the standard press release consists of just 3

sections.

First, there's the 'story', in which you summarize everything. Second, there's the 'backup', in which you create credibility for the source. This can be as simple as, "according to Doug Dukes, who's ridden the rails now for 22 years...". Doug's story will now have credibility because he *IS* an authority on railroad hoboing. The third section is the concluding "close", where you go for the throat (excuse me, the 'sale').

Press release writing really is that easy. In fact, you'll suffer if you complicate it more than that.

There's another thing you should know about in the newsrooms of America & the world. *A fax vibrates with urgency*. Mail - as you've evidenced by sending it through the system that takes *days* instead of *seconds* - can wait. Nothing to it... What's a few more weeks? (Not the way I want to run my publicity campaign!) Mail has become antiquated. It's *dated* before it crosses the newsroom portal, and it's treated that way.

Oh, by the way, there's now a software program that can deliver your press releases straight to editors' desks by e-mail. It contains something like 3,000 publicity contacts that you can reach with the simple click of a button. To get the full skinny on it, as well as to order the valuable software, check out APress Blaster at <http://www.InstantInternetMarketing/resources/>

If this little pinch of publicity has you yearning for more, don't go anywhere! More later.

The Simple Tools Of Direct Marketing

Believe it or not, we've already identified all the tools of direct marketing. They're as simple as advertising (whether classified or space ads), sales letters, publicity releases, the mail, the Internet, the fax machine, and the telephone. (Telemarketing is one application of the telephone.) Any entrepreneurial-minded person has the ability to use all of these tools, easily.

Advertising and direct mail are the old reliable staples of direct marketing. They work. They work good. When you have a good product, and you have good copy, you just put these mediums to work, and they churn out money for you regularly.

Publicity can offer you financial and credibility rewards that dwarf the returns from paid advertising, and it can do it for literally pennies of the cost of ads!

Get Rich Quick On The Information SuperHighway

However, the *Internet* is the hot new medium of direct response marketing. In fact, it's gotten to the point that 2 essential components of any well-addressed business include the *URL* and your e-mail address. Without these items, you're looked at as a dinosaur. It sure happened fast... within a couple of years!

Fortunately, the same principles hold true on the Internet as anywhere else. Offer a good product with good copy, making a good offer, and you'll get orders. The three things that are amazing about the Internet are

- √ how *cheap* it is!
- √ the speed with which you can transact business! And
- √ how great your reach is!

Truly, the Internet and the worldwide web have gotten so cheap that there's really no excuse not to be on the web. And, by the way, e-mail is now a great way to do your publicity campaigns, driving down the penny-pincher price of publicity to *zippo!*

And web space? Today, if you'll do a search on the Internet under free web space, you'll find acres of it! We also offer certain programs to put you on the web. We'll place you on the web, do all the work and programming for you, optimize your marketing programs, and send all the orders from your site directly to you! We'll make all the arrangements for processing your credit cards, so that you don't have any trouble at all! All you do it participate in the greatest revolution to ever hit the marketing world.

To get more details on this killer, instant web publishing project, send any e-mail to our specially setup for you autoresponder at website@InstantInternetMarketing.com It's free.

But, cheap on the web doesn't equate with ineffective! When you run an ad, for instance, you've got a lag time of a few days to a few months before the ad comes out and you see results. Not

necessarily so on the Internet. We got our first inquiries for a \$997 product we put up on our web site within 5 *minutes* of putting the offer up. It didn't cost a penny to put that on the web, either!

After exchanging e-mail correspondence back and forth a few times - at *zero* cost - just 5 days after we'd placed the report online, we received our first order. It was an *international* order, from *Switzerland!* We would never have placed an ad in a single Swiss paper or magazine, but, on the web he searched us out and sent in his \$997!

I can't imagine a better direct response vehicle than the worldwide web! Also, the majority of people on the web have credit cards. Not only does a credit card make it more convenient to buy, this very convenience successfully encourages credit card holders to spend more money. Get a web site and let them spend that money with you!

The general truth with web and e-mail advertising is that you need to tone down the hype factor. Provide good solid information, and build a relationship.

Truly, it's my humble opinion that those who aren't looking at the web today are somewhat blind!!! Missing a great portion of the fortune they could have! But don't worry... If you're not going after it, somebody else will!

Announcing!

- The Information of Information Marketing -

Information - The Greatest Product

I want you to get rich. But I also want you to do it in the most rapid and trouble-free way there is. So, no, I'm not going to suggest you sell hamburgers... But I do want you to sell to a starving crowd... I want you to sell *information products!*

Believe me, there is no better product than a 'how to' information product. Information products have a high perceived value, which makes them easy to sell - at high prices - which, of course, means your *profit\$ are outrageous!*

Not only that... but, *take your pick!* Your opportunities to furnish information products are *unlimited!* Think about the millions of information subjects out there!... Everything from fly fishing to flight in covert operations... Tax compliance to tax avoidance to taxidermy and calling a taxi in Manhattan. Gaming to goldmining...

Pick your passion. Take your pick.

Also, the thing that eats most peoples' lunch, isn't hardly a factor for you: you don't need any inventory! This is another particular and recent benefit that business in the *Information Age* gives you! - the breakthrough of publishing-on-demand makes it possible for the little guy to get rich overnight! You can get started **without any inventory!** Then, when the orders come in, the

products are *cheap* and *easy to produce*. ...And if you're delivering your products over the Internet, products are *FREE* and require *no effort on your part* to produce!

By the way, if you're interested in the savvy Internet tool that can let you do everything we're talking about, check out <http://www.AutoPilotRiches.com/> You can even get a free 30-day test drive of the system, to see if it's right for you.

Definition Of An Information Product

But first!... I think I'm getting ahead of myself... "What", you certainly may be asking, "do you mean by information products - *books*?"

Here's where you part company forever with all the well-intentioned, conventionally bred, mis-profit-informed people of the world. *Books*? Well, *yes* and *no*. Books, as you see them in the bookstore -, no. At least, not if that's *all* there is.

You can't make enough money on books for books' sake. But, used strategically, you can make a killing.

Through conventional bookstore channels, your profit on a book is minuscule. Believe me, even if you self-publish, but distribute your book through conventional channels, your share is minuscule. Like \$7 on a \$20 book. Even at that, you've got to pay for advertising at every turn. Not to mention the cost of the book itself, which may be \$2.00 - \$3.50. Then there's other costs...

Authors don't make money. Publishers make little.

Of course, if you have a book that really takes off, if you're that one person in 2,000,000... you may end up with a \$100,000 TOTAL profit. But, friend, I didn't write this book to tell you how to earn \$100,000 on a book, but \$100,000 or more every year!

By staying in control and selling by direct response methods, you can *net* \$15.00 on that same book. *Then*, when you have a million seller, you've got \$15,000,000 in your pocket!

How You Really Make Money In Information Marketing

But that's only the beginning! What *you* want, and what will make you rich, year in year out, with niche sales, is *information products*! And just what are 'information products'? Simple: books, reports, audio cassettes, videos, diskettes, CD-Rom's... This kind of thing...

But first, let's back up a bit...

There's more about books. The only time you'd want a 'book', is when it is strategically positioned to do more for you than simply be a 'book'.

To illustrate this idea, as well as what we in the direct response 'how to' industry mean when we talk about 'information products', take this very book, *Mail Order in the Internet Age*, for an example.

The book sells for a mere pittance of its true worth... It's aimed first at ordinary folks who want to earn an independent, prosperous living. Secondly, it's aimed at every business person in the world - especially those interested in the new world order of *E-Commerce*. It truly contains

closely guarded secrets - such as this very one we're discussing now - that can literally make you, or any other person who reads and acts on it, millionaire rich.

However, as a budgetable purchase, it's available to everyone who wants one. *Nobody* is priced out of the market. And products at this price level fit well within the bargain range that newspapers, newsletters, magazines and TV talk shows like to offer to their readers... Especially since it's on a topic that appeals to so many people - making money from home, on the Internet. So I've created a product that can get millions of dollars worth of *free* publicity.

And every interview can mean \$100, \$1,000, \$10,000 or more. For *free*. Because you *always* have your toll free number published with all publicity.

When I do a Los Angeles radio show and get 507 orders in 45 minutes, I've packed in a cool \$10,125 - of which \$8,958.90 is *mine* to keep - profit after expenses. Not bad for an hour's work, no?

But, as you may have already noticed in this very book I offer my reader a number of *other products* that give them the ultimate tools they need to be *super*-successful! There's the course created in conjunction with this book, the *Mail Order in the Internet Age System*, as well as references to others, such as the publicity course we talked about earlier.

To use an analogy, let's say you're a teacher teaching on any subject. Let's pick one... *Mountain climbing!* Now, when I come to your free introductory class, or read your free special report, or buy your low-cost book (all information products) because I heard you on a radio interview or read one of your ads, I find you're teaching me how to climb mountains. I find you sharing unselfishly with me, the benefits of your interests, experience, and expertise. Some of the glories

of the sport, as well as some of the dangers I need to be aware of today. A little bit about training. Maybe you describe a tense trip up the face of the treacherous El Capitán, and get me fired up to challenge that same mountain in Yosemite National Park.

Now that I'm better educated, I'm rearing to go! You're the expert and kind friend who has provided me all this low cost, valuable information. Who am I going to go to when I need pants, a jacket, boots, a knife, a hand warmer, properly packed emergency food and water? How about spikes and a hammer, ropes, pulleys, and safety gear? How about a club, where like-minded companions can meet? How about a newsletter describing 2-3 of the world's best spots for mountain climbing every month?

And do I care if you make a fair profit on the merchandise? *Just like anyone else would?* But *you're my friend* - you've demonstrated it beyond any doubt. I already know and trust you...

I'm coming to *you!*

That's the power of information products. To create a multiple buyer, a lifetime friend and purchaser. Remember, though I give many example of my own experience, these principle are universal, and they apply to whatever valid product in the world you're selling!

So, returning again to the products I might sell to people who read my book, *Mail Order in the Internet Age*... These additional products have a higher dollar value, of course. So if only 5% of those original publicity-won customers purchase an additional \$500 from me within the next several months, I've made an additional \$12,500! Add that to the original \$9,985, and now I've made \$22,485!

You know why I'm in information marketing!

\$22,485 for an hour's work!

Believe me. You're getting real *insiders' secrets*. This is *not* something I would share around the pastry table at a church affair, or something I'd share in conversation at a Belle Meade social event.... Or even at the racetrack over *cervezas* (that's *beer*, for you diehard gringos). But, because I want *you*, as an entrepreneur and valued friend to know the truth, I share it freely with you.

What if you only work a few hours a week? $\$22,485 \times 3 = \$67,455.00$. Entirely possible.

So here we are, back where we began. What are information products? Simple, they are reports, brochures, booklets, books, manuals, audio tapes, video tapes, diskettes, and CD's.

And, here we are again, in today's Information Age, these are all ridiculously easy to accomplish! You can learn to create and/or acquire information products of your own with just a few phone calls. It's *never* been easier than it is today! Later you'll read about 'How To Get Your Own Million Dollar Product'. It contains *full* details.

High Perceived Value

If Halbert is remembered for the 'starving crowd', perhaps Ciuba will be remembered for the 'info junkie'. I guess I should be ashamed of it.

The starving crowd speaks to a *passion* that must be fulfilled... *Junkie* takes that hunger one step further... *Junkie* recognizes that every person in that crowd will again have a driving hunger to

fulfill. *Tomorrow. Same place. Same time. Same great profits! Perhaps even more than once a day!*... Every person in the crowd will be hungry again in a few hours, all morality aside... The junkie needs a *recurring* and *ongoing* 'fix'.

But let's talk about *differences* now. Under normal circumstances, there's a big difference in 'relative values'. Everybody and his brother's selling 'food'. This drives prices down to where it approaches the value of what the person could provide for himself or herself. I mean, people *can* prepare their lunch at home and bring it with them.

It's different with a junkie. A junkie *can't* do the alternative thing of 'fixing' their own passion, be it sex, drugs, or rock-n-roll (lapsing back into my 60's roots). This *RAISES* the price *IMMENSELY* as well as providing for *ONGOING, REPEAT BUSINESS!*

You Can't Live With Yourself If You're On The Take

PAY ATTENTION! In this discussion of junkies and their passions, don't infer that I would ever recommend you do anything illegal. I am NOT recommending you do anything illegal, immoral, or deleterious to life, fame, or character. Your own or anybody else's. That would be the height of stupidity! And against everything I stand for.

My whole philosophy is about *enjoying* life and helping you enjoy to life, too! The stupidest thing you could ever do is get involved with anything illegal, immoral, or destructive of your health, character, fame, or freedom - or of others.

When I talk about an 'info junkie' it's a *metaphor* and *analogy* to *illustrate* certain things...

- The easiest thing to sell is *something people want*.
- The *best* thing to sell is something people want badly!...
- They're going to spend their money with someone... Why not some of it to prosper *you*?!
- If you're selling something that people want *over and over again*, that they can't get anywhere else, then you'll get *rich!*
- There are *millions* of *info junkies* - the *whole society* is an *info junkie* - to get you rich.

Your profits will blast out the roof!

But you can't live with yourself, your wife, your children, or your God if you're on the *take*. Don't take my word for it! Just look around. Those who are take advantage of humanity's foibles never win in the long term.

I am talking about the distinctly moral phenomenon of making a substantial profit while *contributing* to humanity's development and well-being.

On the *give*, you enjoy the true riches of life. *More* than *just* material wealth... True riches in every dimension! It's *too easy* to be a contributor *enjoying* life to do anything else! And, my experience teaches me that's the only way you ever really enjoy the riches that these mail order techniques can lay in your hands...

What characterizes a junkie?

Someone Who Can't Resist Spending Big Chunks Of Money!

What does this mean?

Market reports, books, audios, videos, diskettes, CD-ROM s to an *info* STARVING CROWD

In the information marketer's eyes, an info junkie is someone who can't resist spending big chunks of money. Someone who consumes information, in their own topic of interest, be it fashion, web design, import/export, gourmet coffee, teaching skills, medical malpractice, or even something as mundane as rice (there's a whole rice industry, don't forget).

These people have an insatiable need for more information!

A junkie just can't get enough of your product... Except for only temporarily - and that's short-term.

And it's high priced!...

There's literally thousands of different fields of interest, but let's talk about the *business opportunity* junkie. I can talk freely about this addiction, because I've got it!

There's hardly a week goes by that I'm not sending off for reports, books, or courses of various values, from free to \$1,000. Several times a year I go flying away to some high priced \$2,500 - \$10,000 seminar.

And I'm *supposed* to know all this already! And I do know more than 99.999% of the population at large, and 98.6% of other marketers... "But", I tell myself,

"...if I learn only one little thing, one new distinction, one new technique... or if this speaker helps me see something I already know in a new way that stimulates a new action on my part... Or if I get the motivation to do something new or different...

Then I'll make back multiples of what I've invested in this program".

And, of course... there *is* a reason why I would say this to myself... The reality of the matter is, it happens again and again and again!

Just like the rush and the reward the junkie gets from his drugs, I get the same thing from the information. I *do* experience a surge of ideas and activity. And *money*.

Another thing that characterizes a junkie, is that he needs to up the dosage to get the same kick.

Higher qualities, greater amount - \$19.95 book, \$497 course, \$5,000 seminar.

That's what you want - someone who can't resist spending big chunks of money! *That* characterizes a junkie. When you can hit on a junkie crowd... your fortune is assured.

Like I said, I know this market...

I'm not a fisherman, or a cook, or a model railroader, or an ornament maker, or a chiropractor, an NLP practitioner, a language teacher, a Tarot reader, or an oboe player, a pediatrician, a mountain climber, or a Harley rider... But the same thing holds true in these markets, too. *One* little distinction - to an info junkie - in his or her area of passion - is worth it all.

P.S. I always think that as marketers, we are the *luckiest*, because, for us, those distinctions result in a greater *bottom line*. *YES!!*

But from collecting porcelain plates to walking on fire, you name it, there's people who can't get enough information!

Sewing, model trains, warfare, engineering, literature, hot rods, cultures, politics, investments, web development, sculpture, collectibles, precious gems... money-making opportunities... religion, charities, medical practitioners, C.P.A.'s....

We are all info junkies, because we all are interested in making our lives better. Somebody's involved in any interest area you can name - from survivalism to sophistication. And like a

junkie - people will pay whatever they have to pay for information. *Then they'll clamor for even more, of a higher quality and a higher price!*

My question to you?...

Somebody Has To Supply The Info Junkies... Why Not You?

Test me on this... For every group of interests there are buyers... People want security, want to have a good time, want to make money, want a good relationship, want to appear attractive to the opposite sex, want the latest edge in their sport, hobby, profession or career...

These interests and these markets exist with our without you, wouldn't you agree? And wouldn't you agree that these people *will* buy from *someone*?

Why don't you become the seller of goods and services to the group of people that interests you most, and *profit* thereby?

Your Profit\$ Are Outrageous!

In fact, to *outsiders*, the profits we make are nothing short of *obscene*. Even the oil companies don't do as well as you and I do. Believe me, you've got to be careful who you tell!

Let me give you a *TRUE* example of the outrageous markups we enjoy! In Diversified Resources, Inc., one of the companies I'm affiliated with, we sell the *Paper Profit\$* Course. It's a course on buying and selling cashflows - mortgage payments, leases, annuities, judgements, lottery winnings, car, marine, and airplane notes.

The course teaches people how they can make upwards of \$1,000 per hour in the cashflow industry, easily over \$10,000 per month. The 'product' itself consists of a manual with 2 cassettes, a special report, and a cover page.

Question: *If you were going into direct marketing today and didn't have a product, and had no money, how would you start?*

Answer: *What I would do is take an existing product that s out there - not create a new one - and figure out a way to market it on a direct basis, do a test for as little as \$600 - testing 1,000 names. I'd pick a product that already has a proven track record.*

- Ted Nicholas

Here's our actual costs:

| | |
|---------------------------------|---------------|
| Binder | \$1.81 |
| Printed Text | 3.54 |
| 2 Cassettes | .72 |
| 1 Special Report | .10 |
| 1 "Thank You" Cover Page | .01 |
| Total | \$6.18 |

When you consider that people pay from \$97 to \$497 for these manuals, things really start looking good! At \$97, we make a 1,470% markup. And when we sell a \$497 manual, which we regularly do, that's a...

7,942% markup!

Try doing that in the stock market!

How is it possible to sell a manual for \$497? Some people, you know, don't believe it can be done... But it can be done quite easily... In fact, after I strolled the 8 second commute from my breakfast room to my 'office' (spare bedroom) this morning... in less than 10 minutes, 2 orders have come in. One for \$152.00. The other for \$997.00. Our most popular product is the full \$737 *Paper Profit\$* course.

Can you see why I'm such an advocate of a home-based information products mail order and Internet Marketing business?!!

P.S. If you'd like to enjoy the same type of prosperity, with the identical products we are doing it with... stay tuned. I'll share exactly how you can make it happen!

So, how is it possible to sell a manual for \$497? By this point you already know, don't you? The city is Junkieville, in the land of Information Products. NO other product allows these kinds of margins!

But, a 7,942% markup!?? Here's the distinction...

You're selling a *map*... not the paper.

Maybe it's true that it only 'costs' you \$6.18 to put a course together. But, because of the *information* it contains, it's worth *FAR* more.

I could imagine, couldn't you, that a thinned paper napkin which had the route to a pirate's treasure drawn out on it could command a *very high price*?

It's the *perceived value* thing all over again... You're *not* selling the cost of manufacture of the 'product', which is only a napkin, but the *information* contained and revealed in the product.

Actually, the 'information' is only 'necessary' as a means-to-an-end. Face to gleaming face with the pirate's chest of jewels and doubloons, the napkin buyer may drop that napkin on the ground...

It's the *end* object, the *treasure* which animates the buyer's heart, and opens the springs of his wallet.

In the same way, the *value* of learning how to work from home and make \$1,000 per hour in a clean mail order business is a treasure! In spite of the simple Kinko's fact that - measured in terms of paper and ink - it only costs a couple bucks to print up. ...or, delivered online, there's *ZERO* cost! Your own cost is not the issue. The *treasure* is!

Believe me! You're learning all the secrets right now that make this kind of money available to you.

Same thing with a diet program. You're not selling a 'manual' or a 'video'. You're selling a program that will make your client attractive to the opposite sex, and make her feel good about living again.

Successful marketers understand this distinction, and execute their programs with far greater success.

Always sell the treasure.

Same thing about an asset protection program. You're selling to a rich man who fears that the government, an attorney, an employee, or the public may try and take away what he's worked so hard to acquire. The value of preserving a multi-million dollar estate is not measured by how much it *costs* to manufacture a manual and a video tape.

The value of an information product is measured by the *benefit* it brings to the client's life.

It's not about how much 78 pages of a manual and 240 minutes of video tape cost... Just like romantic days of pirates and buried treasure, it's not the faded whisper of a napkin the client wants... *It's the treasure!*

Sell maps.

Easy And Cheap To Create And/Or Acquire

We've already seen how incredibly affordable information products are to 'manufacture'. No special equipment is required. You can do it all at your neighborhood copy shop.

But you've got to have something to copy, don't you? That's the most important thing, because if you don't have a product, you can't have a sale...

And not only the *product*, which is only 2 of the formula, but the *sales copy* too! A complete proven, working marketing plan. A sales letter that works!

With ebooks, resale rights give you the opportunity to sell the product of another, using the effective copy that they've already tested and proven. and *you* keep **100% of the revenues**.

Incredibly, these rights can sometimes be *very easy* to acquire.

If you might be interested in the resale rights to a range of high quality ebooks, ask the eBookWholesaler Member that supplied this ebook to you.

You sometimes get extra books as a bonus..

When you get the rights to a product AND marketing system that's completely setup, and proven, with a history of success - you've just taken the keys to the kingdom in your hands.

No ads to write, no products to create, no special skills to operate it. Guaranteed to make money.

Easy To Handle

Handling information products is a breeze. I've got a close friend in the restaurant business...

- Throwing out food all the time...
- Food spoiling before he cooks it...
- Food spoiling after he cooks it...

With printed books, it would take 3 years before something went bad on our shelves. But, as you'll see in the next section on 'Publishing-On-Demand', we never have inventory sufficient to last 3 years... More like 3 days....

Shipping is easy with information products. No special boxes or packing required. Shipping damage is practically unheard of in the information industry. In the hundreds of thousands of paper products we've shipped out, we've never had one returned defective. Contrast this with the fact that it is shipping that kills a lot of more fragile products.

Plus, it's *cheap* to ship information products. Today there's a multitude of ways to ship these products, from the postal system, to UPS, to Airborne, to DHL, to a host of other easy options.

Of course, if you're delivering your products over the Internet, there is no handling and there is no delivery cost! And electronic books, ebooks, never become "spoiled"!

Info products are compact, and relatively lightweight. You couldn't find a better product to pack and ship, for low cost and no problems.

Easy To Produce: Publishing-On-Demand

One of the other multitudinous advantages this business offers is that you can do this whole business utilizing *publishing-on-demand*.

This makes it quick, incredibly easy, and even more outrageously profitable!

First of all, you've got to have a product to sell, right?

NO! You can sell it first, then, when you have all the money for it safely ensconced in your bank account, *then* make it!

The Internet has taken this 'publishing-on-demand' business marvel to a whole *new* level! When you're delivering your products digitally over the Internet - e-books, real audio, real video, software, etc - there's absolutely NO PRODUCT COST!

The product is waiting for delivery and, even after delivery, you still have 100% of the original, waiting to clone itself again for your next paying customer!

Mama mía!

The Entrepreneur's Dream. Literally, publishing-on-demand allows you to start your business on a shoestring!

If you're going the web-delivery route, check out <http://www.AutoPilotRiches.com/>

If you've got hard products to deliver, just trek on down to your neighborhood copy shop, give them your master, and wait while they run your manual.

We pay 1.04 cents per page. You can too, if you explain that you'll be doing this regularly. But even if you have to pay 2.24 cents a page, you're paying with the customer's money - that you've already received! *Not yours!*

When you need to copy some cassettes, well, we buy our cassettes from Christian Duplicators (1-800-327-9332) for just 37¢ each. They also sell several high speed tape duplicators, so you can do your duplications in house, if you want to. We do. If you'd rather contract it out, you can find a 'cassette duplicator' in your local yellow pages that will run them for 50¢ each, with labels. What could be easier?

You can copy videos on your home recorder or pay \$2.00 - \$3.50 each to a duplicator.

The three biggest killers of businesses are overhead, accounts receivable, and inventory. Operating your business by publishing-on-demand, you don't have to have any of these!

You don't have any overhead working from your home. None at all! No rent, no leases, no employees, no taxes, no nada.

You don't have any accounts receivables. Not in this business! What that's saying is that you don't have anyone owing you money. A debt they may be slow or negligent to pay. While expenses march on... You get your money up front!

And you don't have any inventory, a money eater for normal business, which has to pay for inventory before they sell it... Pay and pray to sell... I don't like it.

This publishing-on-demand feature of information marketing is much better! Don't you think?

Information Marketing - The Ultimate Business

Look no further! When you dream about direct response marketing of information products you've just discovered the world's *ultimate* business. One that showers oodles of money on you, while requiring very little of your work or effort. ***THIS IS GOOD!***

So how do you get rich in information marketing? That *is* the question!

The answer is *get started!*

Ready, Fire, Aim!...

It's the entrepreneur's creed. If you'll just get started with what you know at this point, you'll develop! There's a cybernetic feedback loop that refines and empowers your efforts. You learn to a point... then, *to actually make money, you must jump in and play the game.* Then, from the experience and insight of playing, combined with the knowledge you continue to mine from your courses, you apply your new learning to a higher level of performance. Continuously.

It's not complex. If you will do a *minimal amount* of passionately fun work. Most people won't, and they therefore never create a *life*... Thus, they remain roped and bound by their lousy j.o.b.

But this business offers you so much more than just money. It gives you a *lifestyle*! It gives you the total freedom and independence you want, need, and deserve - the *time* and the *money* to do what you want, when you want, where you want, with who you want, how you want!

Distinctly, *quality of life*.

FREE BONUS

For Readers of *Mail Order in the Internet Age!*

Personal letter of advice from Ted Nicholas, author of million seller 'How To Form Your Own Corporation Without A Lawyer For Under \$75'. (1,000,000 copies @ \$19.97 = \$19,970,000!)

A living legend in direct mail. Starting with a \$90 ad, he went from his living room to a \$500 *Million direct response Fortune!*

"Message to Friends Who Want To Become Millionaires" by Ted Nicholas

Article originally published in Ted Nicholas

Direct Marketing Success Letter, February 23, 1995.

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Message to Friends Who Want To Become Millionaires

Dear Friend:

This issue of DMSL is a real change of pace. It's dedicated to your friends and loved ones.

As your success grows, many people will ask for your assistance on their business endeavors. I'm sure you will do all you can to help. So to give you food for thought, I've devoted this issue of DMSL advising would-be millionaires!

People often approach me to help mentor their business success. For example, recently John, a friend, called. John is a mid-level manager in a large company. The conversation went something like this:

John: I'm getting bored with my job. Direct marketing looks like a great way to build wealth. I'm interested in getting rich. I would like to learn all I can from you. Perhaps be a protégé. I know a lot of what you teach is in your books, tapes, and live seminars. However, at the moment I don't have any money to invest in these materials and programs.

My reaction usually is to seek more information. After John granted me permission to ask some personal questions, here is how the conversation proceeded.

Ted: I notice you're driving a new 1995 automobile. Do you mind telling me what your payments are? John: \$395 a month.

Ted: Approximately what did you spend on your week's vacation this past year? John: \$1800.

Ted: You live in a new apartment building. What is your current monthly rent? John: \$750 a month.

Undoubtedly you see where my questions lead. I wanted to get a sense of John's values. The foregoing answers already communicate volumes about John.

I think it's safe to say he will never become a millionaire. Not as long as he continues to think the way he does. And most Americans unfortunately share the same values.

The big problem? A profound lack of understanding of what it takes to succeed. The most important element in anyone's potential business success is...

Education!

The price of business success is very simple. A good education.

I feel that education in the U.S. is greatly under-valued by nearly everyone. Except by super successful entrepreneurs!

This may sound self-serving. But there is no other way of communicating the reality. As a marketer of how to information, a source of constant fascination to me is that my very best customers are also the most successful. Subscribers of Direct Marketing Success Letter and buyers of my videos, audio tapes, and books, I m proud to say, are among the best-known marketers in the world. And the richest!

The underlying reason for their outstanding success?

They value education so much they seek and pay for it.

They know knowledge about their career is an asset more priceless than gold. And, unlike money, jewels, real estate, stocks, all of which can be lost or taken away, what you know is yours forever.

Education can never be taken away. The super successful seem to instinctively know this. So they've become perpetual students. Always interested in learning something new. Constantly reading. And listening to tapes. Seeking out seminars conducted by doers who walk the talk.

Those who are unsuccessful have bought into ideas that are not advancing their wealth production. Instead of investing in their own knowledge, they prefer to spend their money on cars, boats, planes, apartments, vacations, gadgets, etc.

The unsuccessful are unaware of this reality. It's impossible to succeed big in any field without a lot of knowledge.

There are just two ways to get the reality tested information you need which works in the real world:

1. The school of hard knocks - trial and error method
2. Books, tapes, seminars offered by those who have proven themselves.

Back to John. He tells me he really wants to hear my honest views. It's been said that "when the student is ready the teacher appears". I believe John. Here, then, is the advice I gave my friend.

Ted: I'm going to give you ideas and suggestions. If you follow them your future success is guaranteed.

However, there is a catch. Your comfort level may be affected. Many ideas won't feel right at first. The recommendations are unconventional. Chances are you've never in your life received advice like I'm about to give you - from anyone. So some of it might sound strange and make you uncomfortable. That's OK. It is to be expected. As we learn and grow, our belief systems must be re-examined. And if necessary, changed.

1. The first thing you need to do on your path to success is completely stop acting on the advice of friends, relatives and teachers. However well-meaning they are, their advice will not be helpful. Unless they are self-made millionaires. One must have lived and experienced being an entrepreneur. Otherwise no one can understand what is required.

Indeed, you may have to find new friends. Negative ones can really hold you back. If you have a supportive mate or spouse, terrific. If you don't, a tough decision will have to be made. There may be no choice but to leave the relationship.

You must have support. Negative people are influential. More than you realize. Don't just walk away from them. Run!

2. Begin immediately to get out of debt. Since your car payments are too big in relation to your income, sell your car at once. If you can do without a car and walk for awhile, great.

My father taught me a great lesson. Automobiles are the biggest financial liability anyone can have. No investment you will ever make loses its value so quickly.

If you feel you need a car, get a used one. Pay cash for it. Fortunately, the U.S. is one of the few countries in the world where you can get a good used car cheap.

3. Move to a one-bedroom apartment, or look for a roommate or two to share your apartment costs. Since you are single and have a two-bedroom apartment, you can easily slash your rent by half or more.
4. Vacation creatively. Instead of going to an expensive resort for a week, this year go to 2 or more good seminars that will advance your knowledge.

I m sure you can do more to slash overhead. You could reduce or eliminate the big cost of interest your debts are causing. But, just by the suggested steps you will immediately have over \$900 per month! Every saved cent can and should go toward your direct marketing education! It will be the best investment you have or will ever make.

You can begin investing in your long-neglected but potentially most valuable asset -

Yourself

Start a success library of your own. At minimum buy these books. Study and read them as soon as you can.

Confessions Of An Advertising Man by David Ogilvy

The Robert Collier Letter Book by Robert Collier

My Life in Advertising/Scientific Advertising by Claude Hopkins

How To Make Your Advertising Make Money by John Caples

Making Ads Pay by John Caples

The First Hundred Million by E. Haldeman-Julius

How To Make More Money With Your Direct Mail by Edward N. Mayer

The Mirror Makers by Stephen Fox

The Greatest Direct Mail Sales Letter Of All Times by Richard S. Hodgson

The 100 Greatest Advertisements by Julian Lewis Watkins

Million Dollar Mailings by Dennison Hatch

Atlas Shrugged by Ayn Rand

The Fountainhead by Ayn Rand

How I Found Freedom in an Unfree World by Harry Browne

Ageless Body / Timeless Mind by Deepak Chopra

The Mysterious Cause and Cure of Illness by Dr. John Matsen

Plus, **get the following products** as soon as possible:

The Golden Mailbox - How to Get Rich in Direct Marketing by Ted Nicholas

How I Sold \$200 Million Worth of Products and Services by Ted Nicholas

Direct Marketing Success Letter - all back issues

Ted Nicholas Self Publishing Seminar Tapes

Ted Nicholas Direct Marketing Seminar Videos

Join the following organizations:

Toastmasters. Regardless of what field you choose, when you learn to speak clearly and confidently it will help you.

Direct Marketing Association, New York. Get their mailings and go to some of their seminars.

Local Direct Marketing Association if you have one in your area.

Get on good mailing lists.

Well-run direct marketing companies mailings are important. Getting on their mailing lists is part of your education. Ask to be put on the following companies lists, or buy something from them.

Phillips Publishing

Agora Publishing

Nightingale Conant

DELL Computer

Reader s Digest

The Company Corporation, Wilmington, Delaware

Fischer Publishing, Canfield, Ohio

Nicholas Direct, Inc., Indian Rocks Beach, Florida

Subscribe to these magazines:

Direct Marketing

Direct

Direct Mail News

Economist

Entrepreneur

Subscribe to these newsletters:

Health and Healing, Phillips Publishing

Forecasts and Strategies, Phillips Publishing

Who's Mailing What, Target Marketing

Direct Marketing Success Letter

Seminars to attend:

DMA Seminars

Dan Kennedy Seminars

Jeff Paul Seminars

Gary Halbert Seminars

Peter Lowe Seminars

Dan Peña Seminars

Ted Nicholas Seminars

TIP: *When money is really tight, offer to work at seminars which interest you in return for free attendance. Many promoters will happily hire you to help sell tapes, etc.*

A note of caution. Be wary of whose advice you choose to follow at seminars or on tape. Most college professors and ad agency people are not teaching reality. They teach theory, which often sounds good, but does not work in the real world. Entrepreneur speakers who invest their own money in their own companies and who teach what they do every day are special. What they offer you is invaluable.

Learn to write sales copy. The most financially lucrative skill you can possess is the ability to write effective sales copy. There are a few ways to learn.

1. **Get a part-time job in commission sales.** New York Life or CIGNA Insurance, Amway, Mary Kay, Fuller Brush, Encyclopedia Britannica, Kirby Vacuums, can all be excellent training ground for direct marketing. But, here is the key. Find an organization with a good sales manager to train you. Capable trainers often exist within leading direct sales organizations.
2. **Practice.** (After you read the previously mentioned books.) You don't have to be a great creative writer. But, you do need to develop sales skills. Good copy is 'salesmanship in print'. An excellent way to develop skill is to take a piece of successful copy that is working, such as an ad or sales letter. Write it out in long hand. It's great practice. You'll also begin to get a good feel for the writer's thinking process.
3. **Get a part-time job in a mail order company.** Here is an approach you can use that almost never fails. Find out who the direct marketing companies are in your area. Choose one or two with whom you'd like to work. Approach them. Explain how you can help them. Make this nearly impossible to resist offer. Include in your proposal this statement. You will help the employer make or save money. Or you'd rather quit or be let go

anyway. And mean it. Offer to work free for at least two weeks! You will have a lot of takers. There would be absolutely no risk on the employer's part.

After you are hired, learn all you can about what it takes to operate the business.

4. **Start your own mail order business in your spare time.** What to sell? Choose a product or service that is now under-marketed. Acquire the rights to the product (see DMSL August, 1993). I recommend you begin by offering a free special report. Choose a hot subject you know, can learn, or acquire the rights to. You then can sell a product to those who request your special report.
5. **Take a low-level job with a worthwhile company.** Many college graduates and MBAs can't get a job today. One of the big reasons is their unwillingness to take a lower level job which they consider beneath them.

That's precisely one of the reasons which underlies why minorities make up the biggest portion of the new millionaires in the U.S. They are willing to take any job, no matter how humble. Just for the chance to work and earn money!

There are many such examples. Sam Yeoung, a 23-year-old man originally from China took an entry level job at McDonald's 12 years ago. His pay? Minimum wage. Within 6 months he was the assistant manager of the restaurant. Then he became manager. Today he is a district manager earning a six-figure income. Next year he will open his own McDonald's. My guess is he'll be a millionaire in less than 5 years.

Do you think a typical American-born college graduate would take such a position? No way! Instead, they might spend months, even years, collecting unemployment. The new millionaires create their own career. The real opportunity makers have learned how to capitalize on the smallest chance.

There are no bad jobs! Take any job. And do it extremely well, as best you can. Result? You'll create the ultimate job security. How? You'll make yourself indispensable to the business.

6. **Join the U.S. Marines!** Recently a survey showed that 66% of the CEOs of Fortune 500 companies were former Marines. (Of course I'm not biased, but I also happen to be a former Marine.)

Do you think there is any relationship between CEOs rising to the top of their organizations and the world-famous discipline learned in the Corps?

Of course there is!

Besides, John, I've never met anyone who couldn't use some more discipline.

Have you?

Do whatever is necessary to succeed. When the going gets tough, as it inevitably will at times, stop whimpering, I'm doing the best I can. This is not good enough for a truly successful life. And it isn't worthy of you.

There is only one thing good enough.

You must do what is necessary.

When the banks turned Dan Peña down nearly 200 times, he kept contacting the next one. He got the financing. Today he is worth \$200 million. Would you have given up at 6? Or 12? Or 50?

Colonel Sanders began at age 66 with assets of a broken down jalopy and a chicken recipe. He went to nearly 2,000 restaurants and was turned down. He kept going. When he was asked what he would have done if the 2,001st turned him down, he said, 'I would have gone on to the 2,002nd! Most people would have quit long before this. When would you have stopped?

I started my first business with savings of \$800 and debts of \$96,000. Numerous people turned me down. My bank also rejected my proposal. They told me I was crazy, the idea would never work. But I would not be denied. I knew I would find willing backers. And I did.

Most of the reason for my success today as a marketer, copywriter and entrepreneur is not more talent than others. What is the reason? I dig deeper than most people. I write 200 or more headlines for every product to find the right one. Others write 2 or 3 and expect a miracle. I study products strictly from the buyer's point of view. I write more copy drafts. I'm willing to try more tests and to fail more often than others. But here's the secret. I succeed more often, too!

The real secret is to:

Work harder at doing whatever is necessary!

You, John, must do whatever is necessary to succeed. You will become a millionaire or whatever else you want to become! It's just inevitable.

As you read these words, you may be feeling that the path to direct marketing success is steeper than you first realized. And that sacrifices have to be made.

Here is the reality. There is a price to pay for success. And a price to pay for lack of achievement. You, like all of us, have a choice. To succeed in a big way, gratification may have to be delayed.

But the good news is, it's worth it! I believe there is no wasted energy in the universe. During those tough times when things look bleak, which happens in all our lives, I give myself a reminder for just as night follows day the results will come.

Yes, once you pay the price for success, the rewards will come. And keep coming forever! You will become as wealthy as you desire.

People all over the world will seek you out to buy your products. Invite you to speak. Offer you large sums to help them - be their partner. Present you with more opportunities than you could ever pursue.

And life is long. Gratification won't be delayed forever. There is plenty of time to own fancy cars, enjoy luxurious vacations, mansions, jewelry, whatever you want. You'll be able to live the lifestyle you choose anywhere in the world.

So dear reader, the above is what I offer my friends. And yours. I look forward to getting your feedback to this issue of DMSL. Looking forward to next month.

Sincerely,

A handwritten signature in cursive script that reads "Ted Nicholas".

Ted Nicholas

P.S. Next month in response to subscriber requests I will cover: How to Successfully Market Through Catalogs.

Extra FREE Bonus!

You can also get Ted Ciuba's famous e-book, "**The 13 Deadly Internet Marketing Mistakes Almost Every Business Is Making ...And How You Can Avoid Them**" and a free subscription to my powerful marketing newsletter by visiting InstantInternetMarketing.com and registering.

It takes just seconds!

That e-book shares glaring marketing mistakes almost every newbie and a good many experienced netpreneurs commit.

Just controlling these deadly errors will take the brakes off your net success, remove you from the amateur class, and accelerate your success at Internet Marketing.

Cash in for *FREE!*

Reality Check 101

You're about to get rich. Really rich. But things are not so fair for most of your brethren. They work too hard, never having enough time for themselves and their families. Churches, little league and Girl Scouts, clubs, and maybe some effort at self-improvement, and they're all worn out.

Even with all negative stresses of distinctly *unquality* time at work, they don't have nearly enough money.

How did things get so turned around? Somehow, they manage to keep living month to month. Budgeting purchases of less than \$200! Life has got them roped so tightly sometimes they think that *is* life! And so they turn on the TV again, and settle into numb and dumber.

But, do you want a little reality shock? Have you ever heard of Pareto? I'll bet you have...

The Pareto Principle

What you're about to learn here may sound basic. That's okay - *it is!* It's *so* basic, in fact, that it's the foundation of your success.

Pareto was an Italian mathematician who was the first to notice an interesting natural phenomenon. In the tradition of the times, tagging his discovery with his own name, he christened this 80/20 phenomenon the 'Pareto Principle'.

These 20% and 80% ratios make for some brutal realities in life. There's an inverse proportion set up, an imbalance that always exaggerates both the work and the rewards... To your gain or to your pain.

One way of explaining the principle is to say that 20% of the effort accomplishes 80% of the work.

This phenomenon holds true in just about any application. Personally, 20% of your friends give you 80% of your satisfaction. As a student, 80% of the time you spend studying only gives you 20% of your grade; you get 80% of your grade from 20% of your effort.

It's well known in the sales profession that 20% of the sales force produces 80% of the results.

Reality Chicklet: Work less, earn more!

When it comes to money, it's the smaller 20% of the population, 20 people out of 100, which gets the massive 80% rewards. That means that 80% of the people are fighting at the trough for the 20% left-overs.

As a humanitarian, I wish I could contravene this phenomenon, but it would be like trying to deny or ignore any other natural process, such as those that make the winds howl when winter comes. It doesn't do any good to be in denial.

However, remember that, *though we can't make the winds stop blowing, we can use them to our commercial purposes*. We can use the winds to sail our good-laden ships across oceans and with picturesque and pleasing windmills grind our grain into flour.

The simple truth is, *you don't have to be on the wrong side!!!* The whole purpose of this book is to give you the information, resources, and motivation you need to explode through the quantum barrier and forever enjoy the rewards of the magic 20%, the Upper Fifth.

√ ...Doing a mere 20% of the work of those who suffer.

√ ...Enjoying an exponential amount *more* money.

In special honor to Seignior Pareto, let's do the math. Then, in special honor of you, let's discuss the revolutionary truths discovered in his simple sounding principle.

Thought Experiment: The Pareto Principle and Money:

Let's apply this principle to a \$2,000,000 pool of annual income, earned by 10 people.

Driving on Upper Fifth, Walking on Lower Broad

| Preliminary Calculations | <u>Upper Fifth</u> | <u>Lower Broad</u> |
|---------------------------------|---------------------------|---------------------------|
| Total persons | 10 | 10 |
| Applied % | 20% | 80% |
| Persons to split among | 2 | 8 |
| Total annual earnings | \$2,000,000.00 | \$2,000,000.00 |
| Applied % | 80% | 20% |
| Total money to divide | \$1,600,000.00 | \$400,000.00 |
| Applied Calculations | | |
| Group money to divide | \$1,600,000.00 | \$400,000.00 |
| Divide by # of persons | 2 | 8 |

| | | |
|-------------------------|---------------------|--------------------|
| Money per person | \$800,000.00 | \$50,000.00 |
|-------------------------|---------------------|--------------------|

If you're in a normal crowd, those on Lower Broad, that can seem bad! The Average family has to scrape by on \$50,000 per year.

That would be hard enough, but you have to meanwhile see each of the few well-to-do families on Upper Fifth enjoying the best of life with \$800,000 *each!*

There are people who exclaim, *'That's not fair!'*

Successful direct marketers don't have much to do with this crowd... Except for the few of us who actually make efforts to raise their consciousness, *so that they can become rich too.*

\$800,000 per person for the achiever - versus - \$50,000 per year for the "average" Joe

Reality Check. It's available to you - *if you WANT it!* There are secrets, but they're available to anyone who searches.

The truth is,

Wealth is not given to you, but neither is it withheld from you.

But look, these figures reveal even more dramatic results!

Revealing! The *Real Average* In Any 'Average'!

FACT: Get out your pencil and prove it to yourself! Each of the 8 out of 10 average persons receives, as his or her individual share, a mere 2.5% of the available money and resources.

According to the mean average in this scenario, each person *should* control \$200,000.

\$2,000,000 purse. 10 people ‘ \$200,000 each

You’ve already seen that doesn’t happen.

Instead, after the 2 rich people get their share, \$1.6 million, the 8 poor people remaining divide the leftover pool of less than 2 million dollars, \$400,000.

\$400,000 leftovers. 8 people at the trough \$50,000 each

They’re only getting 1/4th the amount you might expect, a mere \$50,000:

\$50,000. \$200,000 1/4th

So if 80% of the people are getting \$50,000...

What is ‘average’ is NOT 10%,
or \$200,000 – ‘Average’ is
only 2.5%, only \$50,000.

Want a real fact that’s even more brutal?

When it comes to money, statisticians and Peter Drucker tell us that the Pareto phenomenon really figures out to a 90/10 ratio. That is, a mere 10% of the people control 90% of the wealth, while the massive 90% of the people are slinging it out for the remaining 10%.

Running the same calculations as above, a \$2 million dollar purse and 10 people, and applying the 90/10 principle, the rich enjoy \$1.8 Million dollars apiece, while each of the poor folks only gets \$22,222. Each rich person has 81 times more personal resources than each poor person! Indeed, these figures do more closely approximate the truth of society as you see it... But it's too hard to talk about this reality in a public forum...

Oh, and the rich? *Believe it!* Don't worry about them. They're not worrying about you! They're too busy *enjoying 1,600% more than you* have!

$$\mathbf{\$800,000, \$50,000 = 1,600\%}$$

Look at the houses, the cars of the rich. The million dollar stock market accounts. The international travel, the schools their children attend... The causes they promote and assist... Their overall enjoyment of life. If you're 'average', you already, not only *see* the differences in neon, but those lights are *screaming at you!*

The myth of being 'average' is a grand deception that's been foisted upon you!

Chances are good, as a reader of this book, you already know how insufficient \$50,000 is to live a good life with your family while simultaneously preparing for your inevitable future. That's the problem, isn't it?

But \$800,000?!! Now *that's* a different story! An elegant solution! So we continue...

Running With The 20% Pack

We've already hinted at this... There's so much power in this secret that it can literally transform your life! Here it is, so subtle you'd better brace yourself to hear it! But *first!*

Thought Experiment: Who do you think is having more fun? The man with his wife on a Caribbean cruise, both of you with romantic eyes under the breathtaking moon as the ship cuts the sea, or the man who's back at the construction site, or bank or grocery, or assembly line working late, whose wife is working too, keeping children or stuffing envelopes because she *has* to?

Ah-ha!

Money is only one of the rewards success brings. Actually, barring some distorting factors, a multitude of rewards all come flooding in Pareto's proportions, too. 20% of the people enjoy 80% of the emotional satisfaction in this world.

On the other hand, 80% of the people pick up the cigarette butts of life on the sidewalks of despair.

Your Success Is Your Own Decision

When it comes right down to it, your success is your own decision. I wrote this book for you who have *decided* that you must have success, and that nothing short of death shall deter you from its bounty. You passed that initiation on your own.

You are welcome to the next further secret. Once you decide you will have success, then you mindfully search for the best opportunities. Perhaps this is where you are now... Your opportunity will always in some way have your uniqueness branded into it.

In my own quests, I have found direct response marketing - combining 'Mail Order' and Internet Marketing - the best, easiest, most trouble-free, most liberating, business on planet Earth. I created this book for you, to show you what it can do for *you*.

You see, direct response marketing is more than a money machine. It's a *lifestyle* liberator! If you follow what we've enjoyed so far, then you easily recognize that there's no conflict at all that this most lucrative of all businesses is also the simplest, the most no-brainer, and - because you pick your own area of passion to pursue - the most *exciting* business in the world!

And you never go it alone! There are wizards who have been there before you. You can follow these wise ones and prosper. They'll teach you the principles, and whisper in your ear like a conscience when you err.

When you dare to make your contribution to humanity in a useful trade, bringing whatever ethical product to the market that wants it, you are serving the needs of human sustenance. Channeling your contributions through the direct response marketing of information products is the magic spell that will make you happy, healthy, and wise... Success truly brings the love, riches, happiness, and esteem you desire...

As Freedman Joe says,

"I've been rich and I've been poor.

Rich is better!"

The freedom of knowing your future years are sustained... Huge bank accounts. Travel to Turkey, Switzerland, and the Galapagos. True love with your spouse, family, and friends. The independence to make the choices of your life based on preferences, and not because of old have-to. Go where you want, when you want, with who you want, because you want to...

As one fun-loving Puertorriqueña says it, it showers on you...

***"Salud, dinero, y amor...
y tiempo para disfrutarlo...
(contigo!"***



**“Health, money, and love...
and the time to enjoy it all...**

...with you!?

By the way, though I'm a home-based business advocate, and most of the time assume your entire business is *direct marketing*, these principles don't hold true just for a home based mail order operation. Direct response marketing, done profitably and efficiently, can be the basis of your whole business or simply a marketing pillar.

It's up to you.

If you're interested in discussing how I can help integrate or vitalize a spectacular direct marketing / Internet Marketing operation or campaign in your business, write us at expert@realprofit.com

Think and Grow Rich

If you haven't read *Think and Grow Rich* by Napoleon Hill yet, the best advice I can give you is to get it immediately.

There are fundamental differences between the rich in life and the poor. They think differently. About themselves. About others. About the government. About opportunity. About failure. About success. About relationships. About God. And just as they have gobs more money than the average Joe, they have vastly more fun and fulfillment in life.

They think and intend in a way that causes results. They know that, unseen in this bright light, there runs an unbroken silken tie between feeling and the act... Between thought and manifestation.

Thinking with that profound knowing, causes wealth to happen.

Since you know this happens, direct your energies... From inspirations, into mindedness, to planning, to execution... into the reality of what you want!

This is what *Mail Order in the Internet Age* is all about - finessing that easy lifestyle in your own direct marketing business.

Though preacher Jimmie admits, "Simple... but not *easy*, I hear echoing the Hill, *Think and grow rich!*"

So, running in the 20% pack?..

You get there by *belonging*. Your mindset is the key... It's the way you *think!*

What you think, you do.

What you think, happens in your life.

Know you must be rich. Tell yourself *how rich!* \$100,000 per year? \$1,000,000 per year? Do you want to live in an English castle like the once broke - but goal-setting - Dan Peña pulled off? What exactly *is* your lifestyle? When do you want this? Fix a date on the calendar. And what are

you giving in exchange for the riches you receive?.. See yourself in the act of making your worthy contribution.

Determine you *will* do it!

Embrace a philosophy of action, a philosophy of optimization and testing... Understand that the world makes no mistakes... Pay attention to the 'feedback' you're getting to judge the success of your efforts... Then adapt with every step to achieve success.

At the heart of it all lies knowing what you want...

Information Marketing

The business you are embarking on is the marketing of *information products* through *direct response* channels - exploiting all the advantages which today's simple Information Age technology lays at your feet.

This is 'mail order' as it's done today, in the 21st Century... not in the 1920's or the 1980's. Today, that's combining both Mail Order and Internet Marketing. That's realizing that Internet Marketing IS Mail Order, just adapted to a different medium.

But first, a few helpful hints, if I may... I can't say it enough. Reading is fine - it's *essential*. The error some people make, however, being so well trained in reading and analysis... is that they never *DO* anything with what they learn. What I'm saying is, that there's only one way to cross the gulf between where you are now and where you want to be, and it's not by being amazed by the stories of how good the direct response business is, and especially, how sizzling the Internet is.

It's about being motivated, sure, but, beyond that, it's about *doing* the business. Offer a product. Do a mailing. Buy banner ads. This business is amazing! Do your reading and analysis, then move into action. Riches will sprout and grow around you all the days of your life.

This is the only business that *gives* you everything without taking anything away!

True freedom, independence, wealth,

time to celebrate life with your loved ones!

Let's get straight on one important thing right now. What we're talking about is *not rocket science!*

Anyone can learn to do this business, even if you don't know how to turn a computer on! Even if you've never sent or received a fax before! If millions of other people can fax and computer, then *surely you can too!*

Today's 'technology' is *simple* to use! Guaranteed, anyone can do it! Ages 8 to 98!!!

P.S. That's an idea - have your kids do the 'techie' part... And your grandparents do the envelope stuffing...

At a \$10,000 per person marketing seminar in Los Angeles I was asked to share... candidly in a closed-door meeting with other successful business people, exactly what my own personal take on 'Mail Order' in the *Internet Age* is. Eager eyes took in every word, tingling with excitement!

What follows is a liberal transliteration of what I said...

Buckle your seatbelt, my friend. Though it *will* always remain a dream for the majority of people, *this success is quite real!*

And it's calling your name!...

What Makes Mail Order The World's Best Business In The Internet Age?

This is the best business in the world because... Well... Where do I start?...

I'll just start *anywhere!*

There's literally *hundreds* of sound business reasons why 'mail order' in the *Internet Age* is the world's best business for anyone! Sure, this business shares many things in common with any business. And, in truth, the principles of running a successful mail order business are indeed the same necessary principles for running any successful enterprise.

What's different is the group of unique and specific benefits that make *this* business – 'Mail Order' in the *Internet Age* - easier to start, run, and profit from than any other business in the world, while simultaneously delivering more passion, more fun, and more freedom in your personal life.

I'll try to live up to my responsibility to tell it like it is!

P.S. All the things the mail order business shares with other businesses? They're more easily and more profitably handled in the mail order business, also.

Instant Start-up

What is it that makes 'Mail Order' in the *Internet Age* so rewarding? It is the instant start-up? ...Because you can start the business in 59 minutes, and have your first order within 3 hours? On the Internet, you can.

No Money Required

...Or the ability to launch an empire with virtually NO money, less than \$100? Or, that you can do it from home, with no employees, no overhead, no headaches?

Or because you can run it from anywhere, your bedroom in Boise, or your jeep in Costa Rica?

You've Turned The Tables!

Could it be because you've finally turned the tables on the insecurity of a j.o.b?. Or because mail order gives you wealth and independence, totally elevating your lifestyle, giving you both the money and the free time to do the things in life *you* like to do?... like travel to far away places, help loved ones... security for retirement...

Unlimited Income!

Or is mail order so rewarding because - and this is the important point - because your income is unlimited? Believe me, you'll find it very difficult *not* to make \$100,000 per year in mail order... and it's easy to make *millions!* *You* decide how much you want to make.

Or is it because it's so easy to make money that you make money while you sleep, travel, and even party?! Turn your computer into and the Internet into your own 24-hours-a-day automated profit machine.

Yep, I think so.

Many people search for any one of these incredible benefits. Any one of these could be the deciding benefit in your life... But *taken together!*... When you add them all together, there's an *irresistible* synergy!!!

THE WHOLE IS GREATER THAN THE SUM OF THE PARTS!

Lucky You! In The Internet Age It's Easy!

The computer, the fax, the phone, and a copy machine - these are the essential elements of your savvy, inexpensive, and wildly profitable *Information Publishing-On-Demand* business in the *Information Age*. That's assuming you need to send out a physical letter, report, or manual...

Because, when you take this business to the next level - talk about low level involvement!! When you 'digitize' your products, you don't even have to touch the sales letters, reports, and manuals... They're all sent out for you automatically from your automated AutoPilotRiches.com system. All this at *no expense* to you!

If you don't have a computer and a fax, don't worry! You don't need anything other than a yellow pad and a phone to get started.

To receive faxes, simply register with efax.com. It's *free*. They'll give you a dedicated fax number, and forward all faxes you receive to your e-mail. Then, from your profits you can buy a fax and a computer. That's all you ever need to supercharge your profits in this business!

It's true, many people have done the business *entirely by mail* - and many people even today are using the mail only. Some multi-millionaire marketers. But why?

A World-wide Income

You're probably online. But if you're not, get on as soon as you can. Whatever your product is. The computer helps... With nothing but a \$100 per year page on the Internet I've recently snagged \$1,000 orders from Rio de Janeiro, Toronto, Switzerland, London, Puerto Rico, and South Africa, not to mention Alaska to Florida, California to Maine, in the U.S. It's waiting for you. It's *exploding* for you.

A worldwide business - all with my computer and a telephone line out of my spare bedroom! (My spare bedroom that the business has *bought!* I started in my kitchen in a crowded little two bedroom house!)

Even as we talk, we're exchanging e-mail with profitable leads in Indonesia, Chile, and Perú.

It's the nature of the Internet. Anybody who will get online can do it.

It's not too late to jump into the Internet game. The pioneers have a lot of arrows in their backs, but you and I don't have to. We can jump on the Internet and make money in days, not months or years. Sometimes hours. Sometimes minutes! *Only on the Internet!*

It's the *best* time ever to jump on the Internet!

But hurry, before the window of opportunity closes!

Why do I like the Internet? One scenario. This is how I started... Assuming you have an Internet connection, to start your business you only:

1. change your message on the answering machine to sound like a business,
2. put a free catchy classified ad up on America Online,
3. send a few craftily worded replies out, and
4. let the orders roll! It's that easy to start this business!

Or open your own *vstore* at vstore.com Only seconds after you've completed opening your store - for *free*, that's *loaded* with inventory! - your Aunt Thelma can buy something from you that she was going to buy anyway...

You may start directly with a web page. You can rent space for about \$100 per year, like I do, or go to hypermart.com, bigfoot.com, latinmail.com, hotmail.com, or a long list of others to get all the *free* space you want. What other business can you *start* for *FREE*??!

This is **the opportunity of the Millennium**, especially if you're just an average Joe.

Because as long as **bandwidth remains tight** and for as long as the **search engines remain free**, you are on an equal footing with Microsoft. Really.

- Ken Evoy

Then do a little affordable e-zine advertising. To get started check out <http://www.e-zinez.com/> or <http://www.topezineads.com/> ...I think you'll like what you see.

Register your site with the search engines like Yahoo, Google, AltaVista, and Webcrawler. Register with <http://www.goto.com/> - a pay-per-click search engine. Do a little newsgroup marketing, and the orders begin to roll in! It doesn't have to be complicated to be *effective*.

I'll come back to the Internet again in a minute... But for now, I want to move on, because I don't want you to think that this whole business is about the Internet. It's not - there's much more. The Internet is *included* in this business... It's not an Internet business.

Actually, as a marketer, you're not really required to be an Internet fanatic. Quite the opposite, you never want to get buried in the Internet, but to *use* it... As you use a multitude of profit-producing tools.

Succeed In 1 Month

The mail order business is still so easy that the average guy can start it one month and earn \$4,000 the next month! I don't know of too many other opportunities like that, do you?

One good ad and you're *flying!*

Big Ticket = BIG Profit\$

It's easy to get a good product to sell! But not only that, it's easy to get high ticket and *proven* products, with a *proven* step-by-step marketing plan for you to instantly cash in BIG, quick! If you're interested, I'll personally give you a high ticket information product of your own that can be the genuine beginning of your own mail order riches. Just keep reading.

Some people think it's hard to sell high-ticket products. The truth is quite different. The *worst* product we *ever* offered was a \$10 information product. We had more people calling up and trying to barter or beg for the \$10 product than we ever had for a product costing 100 times that! So our overhead to sell these folks went up! Imagine that! It was costing us more to sell a \$10 product than a \$997 product!

Not only that, the return rates were significantly higher with the cheaper product. But the thing that bothered me most was the letters they wrote.

A man writing for a \$1,000 refund simply says, "Process the credit to my Visa #4546-6654-5545-7899 (02/07)." Easy.

Advice to Those Who Want To Be Millionaires

Find out what you love to do. Do what you love... Do something that you know really makes a difference. Do something that makes you happy in the doing as well as in the accomplishing. Do something that, when you're doing it, time stands still....

Brian Tracy

For \$10 products the letters were looking like this:

You must send my check today!! It's summer time, and the power company is going to turn off the electricity on Thursday. You know how hot it is in rural Arkansas... My baby has to have air conditioning. But I don't know how I'll pay the bill. But hurry, because my baby doesn't have any Gerber, and if you don't send my money I will hold you personally responsible for killing her because she doesn't have any food or air conditioning!

Of course, we wanted to send the money in an overnight envelope, which costs more than the entire value of the refund!

These types are filtered out with a more expensive product. That's good! You don't need this grief to make a killing in the mail order business....

Besides, people will pay for products in the \$59 - \$499 range quite readily - and that's where you have the margins to have profits! That's were the dream lies.

Lower costs. Higher profits. Less hassle. No struggle.

Handle with care cheap products.

P.S. As you know, any honest person who purchases *Mail Order in the Internet Age* receives a resale license as Bonus #1. That's a good start. However, if you inquire, there's more... Lots more. You can get high quality, good selling, *high dollar* products easily.

Your Odds Of Success Are 100%

When you possess the authentic secrets of Internet Marketing and mail order riches, this business becomes like a big game you can't help but win! You change your odds of success to 100%, winning with that Mark Spitz advantage. (More about this *advantage* later.)

It Doesn't Take Much To Be Successful In This Business!

So, what does it take to succeed in your own mail order business? Well, in most cases, the people who are making tons of money in mail order have (only) 3 things going for them:

1. They sell products that have a lot of profit in them.
2. They have a market that has money - and that WANTS to buy what they're selling.
3. They have the right marketing materials to communicate and motivate that market.
(offline and e-zine classifieds, press releases, direct mail letters, web-pages, etc.)

You can have it all - everything - wealth, offshore vacations, bank accounts, Jaguars, multi-story houses, private schools, fame, respect, a secure retirement with no money worries - everything that *Mail Order in the Internet Age* talks about, and *more!!!*

Talk about secrets of success! Success is *this* simple! This is a profound truth discovered and *used* by few. You will learn how to activate all three of these essential facets to success - without stress or strain. It guarantees your success!

You can have it all!

There's No Discrimination In Mail Order

Age or ethnic background don't make any difference! Kurdistan or American, Venezolano, or Tokyo, you can get as rich as you want! At 22, 42, 62, or 92.

- Black, white, red, yellow, or brown...
- Pretty, ugly, or average...
- Mentally sharp or psychologically challenged...
- Male or female...
- Gay, straight, or bi...
- Tall or short. Dumpy or a rail...
- Running fanatic, bound to the chair...
- Early bird or night owl...
- Nobody knows... Nobody judges.

No Education Required

There's no training, no education, no experience required for mail order. Anyone with a 7th grade education can understand all you need to do this business!

No Expenses

You have no overhead, the #1 killer of small business. No fixed expenses that gobble up most entrepreneurs - inventory, staff, office or store lease, business phone, taxes...

You can run your entire business as a 1 person operation...

Everything you spend goes to *marketing*, which is what brings the money in.

Liberal Tax Benefits

Start from home, stay at home! Enjoy liberal tax benefits. Deduct part of your home on your taxes. Let your company fund your peace of mind. The business related books, computers, software, etc., you buy are totally tax deductible. That cellular phone?... The home-based business person enjoys loads of tax *benefits* denied to the ordinary wage earner. And they're all yours - even when you do the business part-time! Raise your children, enjoy your retirement.

Flexible Schedule

Because you're the boss, you enjoy all the conveniences of a flexible schedule...

You want off? **Take off!**

Start From Your Kitchen Table

You can get started from your kitchen table... My 12 year old daughter licked, sealed, stamped, and mailed my first mailing list ever. Cory Rudl started with a computer in the spare space of his cold Canadian garage. Today he's an Internet Marketing multi-millionaire. Most direct marketing organizations have started this simply.

Start Your Business With A Roll Of Stamps

Most other 'entrepreneurs' belly up with \$25,000 up to \$250,000 for a successful franchise. They've got their lives and their fortunes on the line. No wonder they hope and pray like hell they'll be successful, working 80 hour weeks.

Compare that with your Internet start-up costs. *Free!* Or, even if you're mailing physical letters, check out the simple start-up costs of a roll of stamps!

A Proven Wealth-Building System

Most other start-up entrepreneurs - faced with a very real 95% failure rate - feel insecure, scared, and frustrated. But because you're using a proven system that *works*, you feel secure and confident.

This Is *Not* MLM

Occasionally someone innocently confuses some other businesses with mail order. But, rest assured, mail order has *nothing* to do with any of the pyramid scams or the latest multilevel

marvels. You won't be a shade dishonest or a pest to your friends and family. You won't be meeting friends at nighttime meetings or attending weekend rah-rah conferences.

Is It Moral To Make This Much Money - This Easily?!

Listen, I love to wake up, slip into my office, and find I'm thousands of dollars richer than I was when I went to sleep. It somehow makes the whole night richer! Fine folks in different time zones, other countries, or people up late or early, have sent me faxes as I snoozed. You can make a great income while you're sleeping!

Is that *kool*, or what?!

What makes it okay for me - and it'll do the same for you - is that I'm exchanging *genuine value* for every dollar I earn. Actually trading dollars for dimes. That's a good deal, isn't it?

Make More Money Overnight Than Most People Struggle For All Month

Then, after I've showered, eaten, and blessed the family, I tear back into my office for the orders waiting for me from my Internet site. It just purrs along without my active involvement... I mean it's registered on the search engines and all... And I'm *thousands* of dollars *richer* - all while I slept!

But the action has only just started, because I still get the phone orders that came in and, for an afternoon delight, the mail at 1:30...

This can be you!

You Don't Need Any Licenses

You don't need any licenses to operate an Information Products by mail order or Internet Marketing. Because the 2nd Amendment gives you unique freedoms, you won't have those costly compliance problems that restaurants, banks, and labor intensive businesses have!

You Don't Have To Endure Any Petty Office Politics

There's no petty office politics... Hey, you're the boss!

You'll like information marketing in the Internet Age because money floods in ALL hours of the day and night on the phone, the fax, the Internet, and in the mail! You just check your real mail, your e-mail, and your fax; deposit those fat checks daily, and send the orders out... What could be easier?

Mail order offers a proven, reliable, dependable system to get rich quickly! All you're doing now is souping it up to do what the multi-millionaire mail order kings of the 1950's, 60's, 70's, and 80's couldn't do. Today, with the computer, the Internet, and copy machines on every corner you can do in a few months what it took them years to do.

Plus, if you test a mailing and get a poor response, all you have to do is change the letter. Simple. Maybe just change the headline. How would you like to change a location or a decorating theme in a restaurant? See how easy this business is compared to a conventional business?

Pyramid Your Profits

You can start small and then pyramid your profits. On line or offline, it's the same. For instance, if you invest \$100 in ads, get 120 inquiries, and get a 3% conversion rate, you make \$1,113.20 *after* paying for the ad. Look at scenario 2: invest \$400, and you make even more.

| | <i>Scenario 1</i> | <i>Scenario 2</i> |
|-------------------------------|-------------------|-------------------|
| Money in Ads | \$100.00 | \$400.00 |
| Leads generated | 120 | 480 |
| Conversion ratio | 3.00% | 3.00% |
| No. of purchasers | 3.6 | 14.4 |
| Avg. transaction value | \$337.00 | \$337.00 |
| Sales Total | \$1,213.20 | \$4,852.80 |
| Profit\$ | \$1,113.20 | \$4,452.80 |

But, want to see your wealth take off at hyper-speed?

Let's assume you invest all your profits & then invest all your profits again in further ads.

Look at what you can do!

| Second Month | | |
|-------------------------------|--------------------|--------------------|
| | <i>Scenario 1</i> | <i>Scenario 2</i> |
| Profits in ads | \$1,113.20 | \$4,452.80 |
| Leads generated | 1,335 | 5,342 |
| Conversion ratio | 3.00% | 3.00% |
| No. of purchasers | 40.05 | 160.3 |
| Avg. transaction value | \$337.00 | \$337.00 |
| Sales Total | \$13,496.85 | \$54,007.62 |
| Profit\$ | \$12,383.65 | \$49,554.82 |

| Third Month | | |
|-------------------------------|---------------------|---------------------|
| | <i>Scenario 1</i> | <i>Scenario 2</i> |
| Profits in ads | \$12,383.65 | \$49,554.82 |
| Leads generated | 14,860 | 59,465 |
| Conversion ratio | 3.00% | 3.00% |
| No. of purchasers | 445.8 | 1784.0 |
| Avg. transaction value | \$337.00 | \$337.00 |
| Sales Total | \$150,234.60 | \$601,191.15 |
| Profit\$ | \$137,850.95 | \$551,636.33 |

It's incredible how fast it can happen! I started with a free classified ad on the Internet and pyramided those *profits* into cheap classified ads and then into bigger and more expensive media and direct mail. It's the perfect way to get started!

Most successful people discover that discretion prohibits them from talking or 'bragging' about how much money they're earning. But Ted Nicholas, though a thoroughly likeable man, hasn't been shy about revealing his figures... He earned \$400,000 in his first 4 months in this business. *This* is how he did it - pyramiding the profits from one ad into another.

Before all the shooting was over, he'd sucked an incredible *\$500 Million* out of the global marketplace!!!

You can do it, too! *Believe it!*

What Job Security?

You have no job security.

Hundreds of thousands of honest Americans lose their job every year. Especially those 45 and above. Nearing retirement age... *Imagine that!*

If you feel more comfortable clinging to that little shred of security called a *j.o.b.*, start part-time - there's no shame in that. In fact, I would never recommend anything else. And then, in a few weeks or months when you replace your full-time income, quit.

There's A Lot More To Life Than 'Business'

In the 'mail order' business - especially when you market on the Internet - you have no geographic restrictions! You can live anywhere - *in any location in the world* - and do this business.

Equally as important, you're not chained to the location of the business. When you want to go somewhere else - for an afternoon, a week, or a month - just *do it!* Even if you want to go somewhere else for a lifetime, just do it. Live where you want... Market where you choose.

You are completely mobile! Most people don't think about this... but there's a *HUGE* difference between being 'home-based' and *home-confined!*

Even when you 'work' you are totally free. ...Any time. Simply forward your calls to your mobile phone (paid for with company *profit*\$). Your son's little league game or your daughter's cheerleading... ...or a game of golf! Or another hemisphere completely.

With Success, You Live An Entirely New Life!

Add a laptop computer to your technology array and you are entirely mobile! Get your important messages and faxes online anywhere in the world! Europe or the Caribbean, Latin America, Australia, or even deep inside Russia. Use e-mail to write a few replies. Make a few phone calls.

These are all easily affordable technology tools, paid in full with only a few sales. All the rest is *gravy!*

Because you have so much money, all kinds of international opportunities open up, even 100% legitimate travel. That's exactly what Ted Nicholas, successful direct marketer, is doing... I just received a letter he wrote me...

"I'm having the time of my life relaxing at my residences in London, Spain, and Switzerland, playing tennis, traveling...."

That's what 'mail order' in the *Internet Age* can do for you!

Experience the true quality of life that only money can give you! Independence. Choices. Boats, international trips, education, extravagances, investments, multiple houses, security... and above all, *love*.

You work in a clean, professional, respected, prestigious business. Never work another day in your life!

EXTRA BONUS: You have no wasted commute time. As a home based business person, you enjoy the '8 second commute', which, over the course of a year, gives you an extra 122 *weeks* of quality time in your life! Can you believe it?!!

Your Credit Doesn't Matter

Your own personal credit doesn't matter! Guaranteed! No matter what your personal credit looks like, you can quickly and easily accept credit card orders, even online - and boost your revenues by as much as 80%-120%! Spendable funds transfer automatically into your bank account. Easy to set up.

You Don't Need A Product To Get Started!

Believe it! You don't need a product to get started! Guaranteed. You'll get more exciting info on 'joint ventures' later in this book.

I've also written a course on 'Mail Order' in the *Internet Age*, and dedicated an entire module to joint ventures. They're simply the easiest way for you to get rich that exists! ...And if you're Internet savvy - *affiliate* or *associate* programs are nothing but joint ventures!

Hang on to your hat, Baby, and your sunglasses, too!

Listen, you've already got your first joint venture going! Just by owning *Mail Order in the Internet Age* you have the license to sell the book - *even on a downtown street corner sales will*

impress you - and keep a full 50% of all revenues generated! Not only that, but I'll be glad to give you the rights to sell several of our most successful products, products that everyone wants... And you can keep a whopping 50% of all the profits! And, as they say around the cowlots of Ft. Worth, with a \$997 sale, "That ain't chicken-feed!" Want the inside scoop? Write me at resale@realprofit.com

Plus I'll show you how you can easily get a powerful array of profitable, good, valid, high dollar products of your choosing that you can start selling immediately.

You see, though I'm an advocate of having your own products, I know that the most important thing is to get going. Get some success under your belt.

First get your information business going, then develop or acquire your own product when you have more time, more money, and lots more flexibility. Then you'll get really *rich!*

When you discover the foolproof *easy* ways to create or acquire your own information products you'll never have to wonder again what you can sell or how you can get it!

Money comes in whether you work or whether you don't!

There's nothing I love more than taking a trip to California or Florida - or slipping south to Panamá or Perú - and returning to a swelling bank balance back home. In mail order, especially when you do it on the Internet, you don't even have to be there to get the orders!

How would you like to disappear for a few days or a week and still be packing in \$1,000 hours back home? The elegant solution, is to let your website fulfill your products, of course. Or make

arrangements with a fulfillment house to produce and ship your product. Perhaps hire a competent secretary for a few of those \$1,000 dollars? Talk about a *good* vacation!

By the way, I've got the coveted names, numbers, and addresses of all these contacts you need to do the business just waiting for you. *They're very hard to come by*. Stay tuned... I promise to tell you how you can get your own private copy of my very own 'Million Dollar Mail Order and Internet Marketing Resources Rolodex' for *free*.

***NO* Accounts Receivables**

This is one of the biggest problems of conventional business.

There are no accounts receivables in your mail order business! Nobody's paying you on account! (If you've ever suffered through a 'profitable' business without sufficient cash, you know how important this is!)

You never have to wait and hope and beg for your own money! All orders are prepaid with verified funds before you ever ship any product.

Information Products Are Cheap To Manufacture And Cheap To Ship

There's no product alive that's easier or cheaper to manufacture than information products. We sell \$500 courses that cost less than \$10. It costs less than a buck to duplicate a cassette tape. When you do digital delivery - it doesn't cost a single penny!

Information products are easy to ship, easy to store. No problems with a warehouse, the corner of a room will do just fine. No headaches or special handling with shipping when a simple slide-it-in-a-wrapper and send it away will do.

The freight is cheap, because you also don't have to worry about any special packaging. Information products are practically indestructible, therefore they don't get hurt in shipping. Knock on wood, but out of the thousands of information products we've shipped out, we've never received one return for shipping damage.

And, get this, your customers pay for all the shipping and handling expenses! In fact, if you do it right, you can even clip a small profit off the shipping charges!

Outrageous Mark-ups Get You Rich!

You know how I said you'd have to *try* not to make more than \$100,000 per year?... Information products routinely take outrageous mark-ups! You can sell products for \$477 that cost you \$6.18!

That's An Outrageous Markup! - the product only costs you a pittance compared to its *large selling value*. Compared with conventional standards, your profits soar through the roof!

Now I know, if you're past puberty, you recognize these mark-ups as nothing short of phenomenal! That's the beauty of marketing specialized information. Mark-ups like these are the sure road to riches.

Even at the high prices Information Products command, they sell themselves!

People Want Information!

**They're the *starving* crowd
We keep talking about!**

And they'll pay *you* for this information!

The Ultimate Leverage!!!

Make no mistake about it, one of the greatest things about marketing information products is that you do your job once, whether it takes you a night, a week, or a month, and you continue to sell your product for years and years!

And everything thing you do - from sending out a direct mail piece or uploading an e-book, to appearing on Oprah Winfrey, to helping someone get happily involved with your product has *multiple consequences*. A sale is not simply a sale, but in itself stimulates *further* sales, builds relationships, and ensures your enduring business success.

What you can do is *incredible!*

Contrast that with working at the factory or at the office. You're *not* building your future, no matter how much they promote that delusion... After the last 2 decades, with downsizing, right-sizing, replacing people with 15-35 years in the company, drawing high salaries, with young low salary people... There is no security in the corporate world.

But every product you ever put together in your own information products business builds your wealth - immediately and for the foreseeable future.

Believe me, I *don't* like to work, but if I have to do it, I want to get paid 5, 10, 25 years for doing it. Don't you?

Only information products offer you this incredibly sweet leverage!

Publishing-On-Demand

Rake In *Obscene* 7,700% Earnings On *Someone Else's Money!*

Publishing on demand is the perfect solution to always having plenty of cash on hand! You don't even have to waste your money on inventory!

Most companies sink their precious dollars into inventory... dead inventory. If you were very frugal it could cost you \$8,000-\$9,000 to print up 5,000 books. (Bookstore books.)

But *you* can waltz down anytime - paying for the products you need with the customer's money, because he's ALREADY ORDERED and SENT YOU HIS MONEY!!! They run them on the high-speed copier, so 10 minutes and \$9 later you're out of there! *Then* you ship the product!

And it's even *kooler* when you're delivering your Information Products over the Internet, because *there are no costs!* 100% pure profits!

An Autopilot Business

Whether you emphasize offline marketing or online marketing - or integrate them strategically, the way we recommend - the direct response business is a setup for an autopilot operation. All you do is place the e-zine ads or classifieds, your website or a lead taking service takes the leads,

mails or e-mails your irresistible special report to *interested* people, and processes the orders - either 100% online in *realtime* or through an order-taking / fulfillment house.

And all the revenues are automatically electronically deposited in your account. This is *good!*

It's this feature of the business, plus, of course, the big buck\$, that really give you, the individual entrepreneur, such freedom and independence.

No Selling!

You know how distasteful selling can be. Well, in money order you don't ever have to meet any people or persuade anyone in face-to-face contact.

Let ads and the mail to do the magical work of turning prospects into client\$.

Your Income Is Unlimited!

Learn this secret, and the powers of fortune will sprout and grow forever! If you're not satisfied with your income, the solution is easy... and it's in your hands... and it doesn't take another degree or years of brown-nosing....

Just send more mail

The more you mail the more you sell!

Literally, when you want more money, you simply run more ads and mail more letters! *It's crazy, but that's how simple it is!*

Your revenues, of course, cover the marketing costs of the ads, and put a weighty profit in your wallet, too.

There's a long list of people in direct mail and Internet Marketing consistently earning over \$1 million *per year*, including Joe Sugarman, Tony Robbins, Ben Suarez, Russ von Hoelscher, Eileen & T.J. Rohleder, Ron LeGrand, Ted Nicholas, Gary Halpert, Jay Abraham, and others.

Ordinary people.... Fast as lightning!

One day pizza delivery boy Terry Dean decides to try Internet Marketing. Today he makes \$55,000 when he makes a single offer to his Internet-based list!

The best part? It doesn't cost him to put that mailing in the Electronic Post Office! Not 1 penny!!

Ted Nicholas, \$50,000 in debt, made \$400,000 *profit* in his first 4 months, on a single product, without any backend. Robert Allen, struggling real estate entrepreneur, launched the 'Nothing Down', phenomenon with a \$20 classified ad and was earning \$10,000 a week within 4 weeks. Jay Abraham has gone from being behind the 8-ball and near starvation to being the world's most sought after marketing consultant, able to fill a room with \$1.5 millions dollars worth of profit\$ on a single Saturday afternoon!

Residual Income

This business gives the ultimate boost to your financial destiny... Talk about leverage!!!

Produce a work once, get paid for it thousands of times over!

This is truly the lazy man's way to riches!

You Get A Part Of *Every Sale* That's Ever Made!

Ah! the sweetest income of all, and the subject of the *Mail Order in the Internet Age Protégé Program*, which I'll tell you about later.

When you write, record, commission, or license a product of your own, which is incredibly easy to do, you're guaranteed to get rich! People who want the product *have* to come to you! You *eliminate* all competition. You get a part of every sale that's made!

Your Income Is NOT TIED To The Hours You Work!

Finally, put the magical powers of multiplication to work for you! This is the only way to get rich easily!

Make Money Even While You Sleep...

It's ALWAYS great fun to wake up and log online, scope out the fax machine, and get the mail. *Money, money, money!* And it all comes without you even being there!

Sleeping, waking, or *partying* the money rolls in by itself!

It's 7:56 pm on New Year's Day. My Beloved, myself, and a couple of friends slip up to the upper floors of my 4-story estate, where my office is, to look briefly at something on the Internet. At 8:01pm I hear the familiar cherished sound of that partial ring before the fax kicks in. And a slow whir-r-r-r-r-r, and there's an order

on my desk! 5 minutes of doing *nothing but enjoying the good life* and another \$782.00 comes pouring in! *It's a great way to start any year!*

The Newest "Millionaire-Maker" - The Internet

The Future Is Bright - And *Unlimited!* More people are buying more products and services every day on the Internet!

The U.S. Department of Commerce projects that there are *over* 100 million people online - *today*. Others say 300 million. Some say 1 million new users a month are coming online. Some say 200 million.

They also are aware of the incredible commercial bonanza of the Internet. Their projections are that sales - on the Internet alone, not counting other direct response channels - will soon top the trillion dollar mark.

Thought Experiment: Folks, don't blink! This is not going to happen on some faraway intergalactic date. It's today, on Earth!

The most important location in your town is on the Internet

In a recent piece, *Success Magazine*, notes the billions that are currently being made on the Internet, mentions some of the incredible projections, and addresses you, the reader:

The question is, what are you going to do about it?

Surely you salivate!

The Genuine Opportunity To Live Your Dreams

Sitting In Your Spare Bedroom,

Your Business Spans The Planet!

But what I want to share most with you is, it's startling how easily you can harness the reach and sweep of the Internet to draw in tons of profitable world-wide orders!

When you open up your own mail order business in the *Internet Age* you've instantly got a *global business*. Imagine! A global business that you can start and run from your kitchen table. Your customers come from México, Canada, Australia, New Zealand, Switzerland, Argentina, Germany, England, the good old U.S.A., and every other part of the world you can think of!

You're playing in **the biggest marketplace the world has ever known!**

What that means to you...

In Internet mail-order you have an unlimited number of customers. Since, unlike a conventional business that depends on the surrounding population to draw their customers from, the *world is your market!*

All hours of the day and night! All across the world!

Incredible! This opportunity *never* existed before today! And what's so incredible is it's *not* rocket science! It's the *newest* millionaire maker, the Internet!

Folks, we're talking about *billions* of dollars that American, Latin, European, Russian, Australian, Asian, African, and Arabian customers ARE spending! They're *looking* for things to spend their money on... Do you want to take advantage of a little sliver of their silver?

Open up your cyber-storefront!

You can do part or all of your marketing on the Internet - which has already made thousands of people *overnight millionaires*.

Unless you've been living in a prehistoric cave (without television, radio, or any media of any kind) you know about the instant fortunes that have been springing up all over the place on the Internet. Understanding the simple things these people did - and *still do!* - you can 'copy' their success!

It's *easy* to get rich on the Internet! Using the Internet correctly, you almost have to try not to get rich not to get rich! In fact, according to recent research by ActivMedia, Inc., the average website is now selling \$18,000 per month! That's \$216,000 annually!

One of the greatest advantages you'll ever have is that it's *dirt-cheap* to market on-line! A full page ad in a major magazine costs from \$7,000 to \$50,000. Yet anyone can learn to market on the Internet in a few weeks for the cost of a bag of Fritos, and make enough money in a few months to buy a Rolls Royce! Talk about comparing apples to oranges!!!

Get Rich Quietly

Minor success, judged by the media's mass consumer standards, translates into *major success* for you. It's actually easy to quietly, consistently, year-after-year, predictably pull \$100,000,

\$250,000, or more per year from a low-profile lifestyle supporting mail order business. If you only sell 220 courses (valuable information product) you make \$111,260.

And, hey, selling only 220 courses in a year's time is not burning the world up!

You don't have to do a lot of business to get rich! A small business of \$100,000 - \$250,000 a year can be a fortune for you, since you get to keep it all!!!

And it's obscenely easy to sell \$100,000 worth of a good product!

In fact, it's easy to sell a whale of a lot more! You only need to sell 50,075 products at \$19.97 to make a million dollars...

And if you offer the easy to sell highly desirable products we recommend, you only have to sell 1,357 products @ \$737 to make a million dollars.

Think of it!

A few sales and you have \$1 Million Dollars!

Get ready for it!

Not only that, but your neighbors never need to know how you make your money. Not your neighbors, not *anybody!* You don't leave for work, you drive a nice car, you're always going away on vacation! How does he do it? They'll be whispering...

But, working within the walls of your house, nobody needs to know how you make your money. Believe me, it'll drive em crazy!

The Perfect Lifestyle Business

This business is *FUN!* You get to choose what products you want to work with. Like parachuting? Sell to parachuters! Like cooking? Sell - and talk about - a cookbook with your special recipes! Self-development, beauty, exercise, business success, investments, astrology... whatever interests you... these are the products you handle! It's a great way to stay jazzed everyday of your life - doing totally what you *want* to do.

You'll always make the most money doing what you most enjoy.

- Mark Twain

In fact, I'll go you one better than that. There are well-documented success coaches who say that to ever get really rich, you *have to love* what you're doing! Wow, sounds great!

In the Information Publishing Business you deal with the things in life that you love so much you'd do them for free! Do you think the clerk typist feels that way about her job? Or the dirty laborer riveting brake shoes in a dingy remanufacturing plant? Or the teller at the bank, or the attorney in the courtroom? Of course [*smile*], you're not doing them for free, but for a handsome profit!

This business frees you for the lifestyle you *want* to live! You can do things that *contribute to humanity* or simply hang out at the beach, the choice is yours! And, as a prosperous, independent web-based info-preneur, you can do *both*.

You may not want to make a million dollars. That's okay... You might just prefer to make an easy \$100,000 per year and live in a cabin in the California woods. Check your mailbox once a week, ship the orders, make a few phone calls, deposit all the checks, money orders, and cash you've received, and be finished for the week.

You don't even have to be connected to any actual part of the 'work' of the business - ever. In *The Million Dollar Mail Order and Internet Marketing Resources Rolodex* I give you all the contacts and resources for people to take your orders, ship your products, and make electronic deposits to your bank account... *Like magic!*

But even if you operate the business 'hands-on', since doing the business requires so little of your direct time - *how long can placing an ad or depositing a handful of checks take?* - you get to spend your time on the *quality* things of life - your health, your friends, your *family!* ...Your favorite golf course!

Yes... Work Only When You Want

True security... that comes from the knowing confidence that you can sally out and make as many thousands or hundreds of thousands as you want, whenever you want - and sally back in, if that's your preference. Let me give you an example of just this approach.

The man who sells *Insider's Profit Matrix*, a course on making money in the futures markets, operates like this. An insider's view of 1997 may be instructive. These figures are available to any direct marketer from any mailing list broker.

He sold 4,243 units of his \$43.95 (\$39.95 plus \$4.00 s/h) manual in the 1st quarter. Total sales of \$186,479. Then he apparently went independent for a while, as direct marketers have a distinct tendency to do. His next sales came in the 4th quarter, I guess when he started thinking about the expensive Christmas gifts he wanted to buy his extensive family, customer, supplier, and team member list.

All he did was call his letter shop and tell them to mail more mail. He sold 6,626 units. Total sales of \$291,212! Total sales for the year for mailing out a few letters, working only 2 of the year? \$477,692! That's *just a few buck shy of 2 million dollars!*

And this guy's doing a lot of things wrong as a direct marketer. There were no offers for additional products when I received the order. In the 2+ years after I bought the manual, he never wrote me once to try and sell me another product. (Although it does appear he makes a backend profit from selling his mailing list.)

In his book/product, he has no way to contact him - no address, no company name, no phone, no fax, no e-mail address, no world wide web address! What if I *wanted* to buy something else from him? (A very real possibility, since there's always more to know about the market!)

People buy his manual because he has a sales letter he sends to a certain type of opportunity seeker that tells a convincing story that the material in the course provides an insider's strategy for increasing gains in the futures market while actually *decreasing* your risk.

People don't buy the manual from him because he's handsome or young. Nobody knows him. No pictures, no personal comments, no way to contact him. They buy the manual because they want the information contained inside.

You can do so much more!

What Isn't An Advantage Of This Unique Business?

Every time I sit and actually make an inventory of all the great things that 'mail order' in the *Internet Age* can do for you, I am amazed!

It really begs the question... "Why, I ask myself, *what ISN'T an advantage of this business?*"

Break free once and for all from the low wages and measly appreciation of a job... Have all the money you could ever want...

Experience true freedom where *you* make the choices in your life you want to make, because you want to make them.

Enjoy a new level of prestige among your friends and neighbors.

...And receive love like you've never had it before - from your family, and from everyone who touches your life. *More importantly, give love* like you've never been able to give it before!

Truly, *information marketing* done *publishing-on-demand* style, using all the simple sales channels available to you today - like the phone, the fax, and the computer - can *FLOOD* you with money starting almost overnight.

Money gives you absolute freedom, great prestige, and a way to express love like you've only dreamed of before! Stop and think about it again... What would your life be like if you had money flooding in all hours of the day and night?

What if your biggest concern was incoming fax congestion?...

'Mail Order' in the *Internet Age* can make you rich, respected, and free. It demands so little, yet it gives you so much. It truly is the World's Best Business.

And it's calling your name!...

The Principles of Wealth

True wealth is more than a big bank balance.

It happens all the time. People come into money, either through the lottery, an insurance settlement, or through some lucky event, like inheriting a thriving business from a rich uncle. And they run into ruin a short time later.

Why? Because, not having *built* their good fortune, they don't understand how to use it responsibly, how to keep it, and how to make it grow. Sadly, the greedy financial advisors, the party-crowd friends, and the obsequious relatives that sprout up with the dollars, do not give the newly lucky man any help. And he crashes.

A big bank balance is an event. You want a *life-time* of *assured* prosperity. The minded application of the principles of *multiplication*, *ownership*, and *leverage* will take what may have started with a few product sales into a multi-million dollar empire that can carry you and your heirs through several lifetimes of financial abundance and security.

As we get started, let's stop a moment and consider a profound truth of prosperity and wealth -

**The only way you can get extremely wealthy
is by discovering and implementing highly
specific wealth-building principles and secrets.**

True, it's a process, and you get better at it as you go along... That's the whole idea behind another concept we talk about called *optimization*.

The Iron Law of Business is that, for true prosperity (wealth that's immediate and that provides for you over the long run), you'd better truly *love* your customers. Because, there is no other way to prosper than to serve people. Sufficient numbers of people, in sufficient quantities.

Your business will take off when you make your first commitments to love and integrity, standing behind your commitment to making your prospects' and clients' lives better. Then your customers will return *voluntarily* to do more business with you, again and again and again.

As a *value-creator* you offer an authentic product or service.

So what do you do if you've already got a product... that you're ashamed of? What if you have been offering a sharp and shady deal? Change now.

Any games you play with tricks, manipulations, and misrepresentations may bring you a fast buck, it's true, but you've got to live with yourself at night. But even strictly from the commercial point-of-view, you simply *have* to treat people right - *so they'll come back and buy more from you!*

When you understand Francis Bacon, you do understand everything you need to grow rich quickly, and to stay rich -
Nature, to be commanded, must be obeyed.

Francis Bacon

Most business owners don't get it, but, it's basic:

***You're dependent on other people!
They hold your very fate in their hands
-whether you survive, or whether you thrive!***

When you realize that, you do have their best interests at heart!

What happens then, is that you operate with a higher purpose. A passion to be of ongoing benefit to humanity motivates all your actions.

Every time you make a sale, you can sleep well at night knowing that you have helped another human being improve their life.

If you can really improve your clients' lives, and you don't at least make the offer, you are performing a disservice to those people you could help, but don't.- Joe Nicassio

There's great news here! It's about karma. When you have that positive intention, and you apply yourself with those efforts, quite naturally, the market responds. Everybody responds to thoughtful, helpful treatment, don't they? It's the Iron Law of Love.

This relationship announces the good news that every result you want is directly connected to certain actions you take. These actions are connected - unseen but measurably - to your mindset, values, attitudes, and ambitions.

This means that riches are a result. Riches are the evidence of satisfactorily providing a valued service! Paradoxically,

**When you want to get rich, the proper focus
is not on what you can get, but on what you can give!
Not on getting rich, but on delivering fruitful service!**

The riches come.

In all our discussions we assume honesty and integrity are the guiding standards of your operations.

And there's no business like the business of mail order and Internet Marketing to let you maximize your opportunities for profit.

The Principles of Multiplication, Ownership, and Leverage

Introducing the first key principle to your fortune in any business...

Hear the drum r-r-r-rrroll-l-l... Boom, boom boom!

Multiplication

To get really rich, you've got to put the power of multiplication to work for you!

We're talking serious, now. Wages, even in the form of salaries and bonuses, are what's holding you back! The irony is that most of the sheep in America firmly believe wages are their key to Freedom. (Good brainwashing job.)

Think about it. Just *yesterday* - not some day in the dim past - I read that Boeing laid off an *additional* 27,000 workers! It seems there's more economic turmoil in Asia. Indeed, there's always economic turmoil somewhere! I don't know for sure, but I'll bet these *were* some of the best paid workers in America. You know the stories, Bell, Dell, IBM, Boeing, even the wasteful city, state, and federal governments routinely lay off hundreds of thousands of hardworking, honest Americans.

And there may even be something sinister about it. Many big companies are going around the back door to slash costs. ...At *your* expense. New, younger people simply cost a lot less!

This morning's *Tennessean*, Nashville's metro newspaper, carried this stunning headline:

"St. Thomas trimming pay, benefits of some nurses"

St. Thomas is one of the largest medical employers in the entire South-eastern United States. Imagine!

But, oh how people hang on! The article says this move "unnerved senior nurses who thought a round of hospital budget cuts wouldn't touch those responsible for patient care".

Even the survivors can't breathe too easy, knowing that they could be the *next victim!*

Yet, just to reassure those still standing, the hospital's official release on the 'annual review of compensation packages' affirmed that these cuts are 'unconnected to dozens of layoffs that began last week'.

DOZENS of layoffs!!! Are we hearing this right?!!

Folks, these setbacks in the lives of the employees of Boeing and St. Thomas are just what I encountered off the front page yesterday and today. It happens everyday.

All this right-sizing (down-sizing) has been going on for years. You don't need convincing. If you're reading this book, you've likely felt the disillusion of the American dream. If the layoffs and the tragedy and the heartbreak hasn't directly touched you yet, you've seen and heard the stories of hundreds of thousands of ill-fated Americans who have felt the devastation. On a moment's notice...

Job security is a thing of the past. Only prayer, hope, time, luck, and a management decision stand between the time clock and the breadline.

Not service, not time on the job.

Well, no thanks! *You don't have to put up with this!*

But more than the insecurity and servitude that go with a job, the sole existence of your job is predicated on the fact that you're making someone money. *More money than you're costing him!*

Now we're on to something! You have to be that business person to *really* make any money.

Quick multiplication lesson. Let's say your employer, being a wise and just employer only makes about \$1,000 on you every month. (Just like breeding cattle.) Then, if there are 100 people in your plant and office just like you, your boss makes \$1,000 x 100 = \$100,000 per month. How much are you making?

You have to move out of the position where *you* are the one being bought and sold - *in a competitive market!* - to where you are the one doing the selling! I like to say, "You have to move to *PROFIT* to ever really get ahead".

J. Paul Getty said, "You *have* to be in business for yourself."

You have to move away from selling your *time* to selling some *thing*. There's only 40 hours in a week to work. Okay, okay! Maybe you can work 80 hours, but would you want to? And what if you don't burn out with that? Still, 80 hours - a brutal schedule - is an upper limit. But, even if you're putting in 80 hours a week, you're likely only getting paid for 40. That's no win!

If you're trading your 'time' for wages or a salary, there's only so far you can go. You can't decide you'd like to double your salary in one year, and do it.

But you can *multiple* your income in mail order and Internet Marketing in a year!

For instance, let's say you get up the courage to go to your boss. And he doesn't take the occasion to fire you... If you manage to get a 10% raise, you've pulled off a blooming miracle!

Contrast that with running an ad that brings in 6 orders per day - no matter what you're doing! You're playing at the beach, or coaching a little league game, or visiting with family and friends... Let's say you're making \$100 per product. That's \$600 per day.

If you are one of those who believe that hard work and honesty alone will bring riches, perish the thought! It is NOT TRUE! Riches, when they come in HUGE quantities, are never the result of hard work alone! Riches come in response to definite demands based upon the application of definite principles. Not by chance or luck

. - Napoleon Hill

Riches are a result! - Ted Ciuba

However, you can always run another ad. Or 2. Or 3. Or 10! With 10 ads running, with no more work on your part (believe me, it's not too tough to place 10 ads a month!), you're now making \$6,000 per day. Presto!

At this point, you shouldn't think that's too difficult. However, you just gave yourself a 6,000% raise!!! Which do you prefer, the miracle 10% or the fantastic 6,000%?!!

Once you understand the economics of mail order - or *Internet order* - it's actually *incredibly easy!*

Multiplying Your Income. Earlier you saw how a mailing of 1,000 pieces earns you \$3,813.57 after expenses. Then you saw how mailing to a million names earns you \$3,810,000! You could do this inside of a year. But you could never earn

that on your job, no matter how hard you worked.

And speaking of work, do you know it takes very little additional effort on your part to send out 1,000,000 letters rather than 1,000? In fact, it will likely take *significantly less effort!* Because, when you're sending out a thousand, like when you're first getting started, it's very likely you're doing it yourself, from your kitchen table.

However, once you graduate to 2,000 - 30,000 or more at a pop, you don't do these yourself. You have printers, letter shops, order-taking services, and fulfillment bureaus doing all the work for you.

Of course, while managing your offline database is a chore, it doesn't take any effort to manage and mail to a 30,000 - 40,000 client list of e-mails. If you're using <http://www.AutoPilotRiches.com//> it only takes a single click - and thousands of letters go flying out!

Take that lousy job where they don't appreciate you and don't pay you what you're worth and shove it! Separate what you get paid for from the hours you put in.

To get really wealthy you must get to where you're earning profit\$, where you can *multiply* your efforts easily.

Mail order is a thoroughbred beauty! *Snail-mail* or *e-mail*, to make more money, all you do is mail more mail!

Listen! There's thunder! Here come the drums again... Boom, boom, boom! Roll-l-l-l...

Ownership

Ownership is the second great principle of wealth. True wealth comes from having your *own* products working for you... Few people realize just what a goldmine a copyright, trademark, or a patent can be. It's the *ultimate LEGAL monopoly!* When people want the product you provide, they *have* to come to you!

You get paid a part of every sale that's made! Anywhere. Anytime. It's not that hard to do with information products. Make sure you copyright everything you ever write or record.

Actually, simply by the act of creation you earn the protection of a statutory copyright. However, when you register your work for a few bucks, you've got a record for the world to see. But whether you register your work or not, it's legal and good to include the standard 3-piece copyright notice on everything you write or record: the word *Copyright* or the symbol, your name, and the year. Like this:

© 2010 Parthenon Marketing, Inc.

I don't have the space here to go deeply into the copyright subject, but I treat it in depth elsewhere. The Library of Congress has details and actual forms that you can print off the Internet with your Adobe reader. If you don't have Adobe installed, you can even get it free. It's all at:

<http://lcweb.loc.gov/copyright/>

P.S. While we're talking about good government sites for information marketers, you really can't miss this helpful presentation on direct mail! Surf over to the U.S. Postal System's *direct mail* site at:

<http://www.uspsdirectmail.com/home4.html>

The advantages are clear. Your own products will give you more ways to make money, such as licensing others to sell your products as well, as well as create more prestige and credibility for yourself, thereby further enhancing your career and the money you make. When you talk about *ownership*, however, it's important to recognize one GIANT exception to the rule. Always,

Ready, Fire! ...Aim...

It's better to get started, with anything, than it is to wait until you've got things right!

You should consider heavily, for instance, about delaying getting started in direct response marketing, for example, to finish your own book... Because that could take a year or more! The most important thing is always, *get started!*

Duplication rights and *resale rights* to proven products can be the perfect way to get started. Then fill the gap with your own products, while you've got business coming in the door.

Duplication rights, also called reprint rights, give you the license to duplicate and sell a product. Sometimes you can find a good under-promoted information product like this for less than \$250. Lots of mail order entrepreneurs have gotten their start this exact way.

Parthenon Marketing offers you several very lucrative duplication rights packages. If you're interested in getting free literature on these programs, send an e-mail right now addressed to our autoresponder at duplicationrights@InstantInternetMarketing.com

It's free, and it can make you a fortune.

The greatest thing about duplication rights to hot, proven products, is that you NEVER pay any royalties, fees, or profits to anybody! Unlike a joint venture with resale rights, where you might be paying out 25%-60% of every sale you make, with duplication rights you keep 100% of everything!!

Hey, don't retailers wish they could sell products they don't even have in stock?!!

So, the most important thing is, *Get started!* Then move as quickly as your success will fund it into creating or commissioning your own lucrative information products.

By the way, you can get a great book written for you for \$5,000, and that ain't spit when you're rockin!

If you're interested in product development and acquisition, Parthenon Marketing offers a great course, *How To Get Your Own Million Dollar Product*, which covers the subject in great detail, including copyright info. I'll tell you about it later.

Pa-dum, pa-dum, r-r-r-roll-l-l-l... Ta, ta, tat!!

Announcing! The third great principle of wealth building...

Leverage

Those who engineer leverage into their lives and activities become exceptional beings, and legends in their own time.

Leverage has two interesting aspects... First, you want to maximize the impact you get from every single action, in and of itself. For example, when you write a sales letter, you'd rather have it bring in 600 sales than 50. 600,000 sales is better than 600! We call this *optimization*. There's an easy way to do this.

Second, you want to make sure that every individual sale, act, or process integrally connects to every other sale, act, or purpose. Wheels churning within wheels, all acting in the present moment, all aiming at and moving toward some greater tomorrow...

To do this, you need to design a strategy that takes maximum advantage of the principles of wealth and to amp up each strategy to its max, so that it delivers the greatest payoff it's capable of. Wheels within wheels. Towers built on towers.

It's time to get into the realm of...

Parthenon Marketing

Around here we call this strategy and effort to harness these exponential powers of leverage *Parthenon Marketing*. It's simply to *establish many optimized 'pillars of income'*. Strategically designed and tested upsell, resell, and cross-sell *backend* opportunities in your mail order and Internet Marketing business (or *any* business) that *make you a fortune!*

Optimization

There's lots of unsuccessful business people, including Internet Marketers, and people who've sent out a few letters... You see, it's *NOT ENOUGH just to play the game*. The difference shows up in your commitment to WIN. The good news is that anybody can accomplish business success... It's in your power.

As a person committed to creating financial wealth in your life and business, you've decided you'll be a *passionate optimizer!* Why? Well, you've already decided that you'll make a fortune, haven't you? So how are you going to do it? The only way open to you is in how you use *differently* the same things that everybody else has to use, also.

Everybody has a product, marketing, advertising, and company processes. Today everybody has a computer and the Internet. But your product, your marketing, your advertising, and the processes of your company yield greater results.

Why? Because you're always tweaking them. And replacing the old with new methods that have *proven* themselves to work better.

Optimizing, or moving toward maximizing performance, is like climbing a continuous ladder of improvement.

The way to get this high performance out of the elements and tools at hand is to measure the different sales processes you implement, evaluate the results, and adopt the ones that improve your profit picture.

Your goal is to optimize and leverage everything you do... every dollar you spend... every customer you bring in... every resource you have... every effort you've formerly extended and can reclaim... over and over and over again.

- Jay Abraham

It can be as simple as paying attention. You make a minded experiment in some aspect, and if things get worse, you've learned that route doesn't work. If things get better, you've found your new standard, and you implement it into your life and business.

Witness the cake...

Everything Is A Process

Action - Reaction

It's as simple as that. It applies in every part of our lives, even something as simple as a recipe...

"Momma, why does this cake taste so funny?"

"Well, Sweetheart, I ran out of regular sugar so I used brown sugar."

"Yuck!"

It really is a very deterministic world. Alter the steps of any process, and you'll surely get a different result. This is the basis of optimization.

Now, if you were baking a cake, and brown sugar made it taste *better*, next time you'd use brown sugar on purpose, wouldn't you? Well, if you send out two versions of a sales letter, with different headlines, and one pulls 9 times the orders of the other, what'cha gonna do?

Even *Hee-Haw*'s 'Dummy-at-Large' gets a star on this question. Send out the better letter, right?

Unlike the brown sugar accident, direct marketers *experiment* with different variations of headlines, bonuses, and offers to *purposefully* find that winning combination.

Something more to think about... You never know how high you can go!

The truth about the risks in mail order

Some have said that it takes courage to experiment. They only say this from a profound misunderstanding of the truth...

So this is a good time to talk about failure. *What are the risks?* Well, I have news for you! *There aren't any!* Not practically speaking.

Kind of... Well, in a way... Well, I'm sorry, you see, I haven't been completely honest with you. In fact, there *are* risks. *BIG* risks.

The biggest risk is that you won't risk - because, paradoxically, *then - when you do not act - is when you actually risk failure most!*

You see, the *investments* you make as *tests* you would be making *anyway!* If you're going to send out 2,000 physical letters, it's going to cost you a specific amount. What if you change the headline on 1,000 of the letters? That won't cost you much, if anything at all. (By the way, as with all statistical principles, the larger the numbers in your test, the more reliable your results are.)

It's absolutely wonderful to make mistakes... The secret is to fail quickly. Efficient trial and error is the key.

- Deepak Chopra

Yet you'll have the opportunity to see one that dramatically *outperforms* the other. I've written a lengthy special report on nothing but headlines, *How To Dream Up Hundreds Of Your Own Multi-Million Dollar Headlines*. There you'll see several instances where one headline outpulls another by 200%, 300%, 900% and even more!

This report gives you the *exact* words to use, words proven in *billions* of dollars worth of tests to sell any product. Stay tuned and I'll reveal how you can get a copy of this \$297 report for the incredible bargain of... *FREE!* Fair enough?

So, you might ask, if you're teaching me all the proven tricks of the trade to up my response, why do I need to test? Why don't I just write a sales letter using all the principles, techniques, and words you're teaching me, and slam a homer with that?

That's a good and a valid question.

Sure, you *do* want to build with proven successful ideas, strategies, products, and copy. But the reality of the matter is that no one can accurately predict what will happen. There are principles,

but every specific situation, though operating within the principles, is unique and variable. But, if you'll spend a few well-managed dollars or days to drop a test or two...

The market will tell you!

As an example, you tell me, which of the following headlines scooped in the most money?

The Secret to Becoming a Millionaire
Is Simply Using the Right Words!

or

The Secret to Earning Millions
Is Simply Using the Right Words!

The man using them both, Ted Nicholas, was obviously testing to boost response.

You purposely try different variations, not to experiment to find failure, but success! The feedback is what you use to guide you to riches. Rather than guess wrong, you try out several alternatives, seeking to find, and continuing to use *and improve upon*, the most profitable variation.

*When you test something and
you know you have a winner –
there's no risk involved*

- E. Joseph Cossman

That winner makes it all worthwhile. Just test conservatively, so you can't get hurt, then, when you've got a winner, roll out big!

Mail order allows business owners to tirelessly, relentlessly, and inexpensively make their best, most compelling, most powerful cases without ever deviating from their rehearsed sales pitch, without ever getting cold feet, without ever forgetting an important point, without ever flinching when a customer gives them a difficult retort, countering every objection, and delivering the perfect close

. - Jay Abraham

What's just happened is that, by testing, you've eliminated ordinary risk. *There is no risk.* You didn't go out and bet the farm you were right. You asked the market place by way of making your offer and then watching the results. Only on the security of good numbers did you roll out.

Now you're not betting against the odds of mail order success. You've got a proven winner! Your success is certain. Fire up and mail more mail!

This optimization principle has taken many a man from rags to riches... It's smart business. Pure *leverage!*

Gary Was A Normal Guy

Gary Halbert started with a product idea, and the certain knowledge that other small frankfurters before him had succeeded BIG *overnight* in mail order. He *knew* he wasn't breaking new ground...

In his case, he did a mailing and received results. But he did not cancel the project calling it a failure. This is what the ordinary person might have done. *'I tried mail order once, and it didn't work...'*

It was not a failure.

Gary himself will tell you his story. He starts with a question, and ends with a statement of true grit:

What should you do if your test mailing does not get good (profitable) numbers? It's up to you. What I did is, I tried over and over until I got it right. Where do you get the money? I got it by not paying my rent and not paying my gas, electric, and water bills. (I'm serious.) You know, it gets down to a very simple truth...

You Either Will Or You Won't Do What You Have To Do!

He changed different elements of the mailing, until he hit. And, boy, did he hit bigtime! It was his famous coat of arms letter. Some people say it's earned over \$700 *million!* Others place it well over \$1 billion. Even Gary doesn't know for sure. (He sold the rights to a company which doesn't 'brag' about their results.)

But, that's not all. The numbers are so big it's like the 'Over 99 Billion Served' sign you see at McDonald's. It's hard to visualize that kind of money. Also, like that sign, the figures are growing every day!

With slight modifications - *optimized*, remember! - *they're still mailing this letter!* To the tune of *millions* of dollars EVERY YEAR!

P.S. When I talk about the 2 greatest sales letters in the world, *this is one of them!*

What other business offers you this kind of leverage?

Gary has become pretty good at this process, doing it over and over again. Anytime he feels moved to it, he writes a new letter and does a test mailing. He then rolls out to the tune of a quick millionaire's fortune.

As Gary says it. "You Are Always Only One Good Sales Letter Away From Having All The Money You Need!"

And that's both offline and online -

What if Gary hadn't *risked*? What if, after one meager mailing he'd confirmed his suspicions that this mail order stuff was all a rip off, and that the only people who get rich in mail order and on the Internet are the people telling others how to do it?

He's earned *hundreds of millions!* Of course, he could have played it safe and kept his j.o.b. Heck, after all this time, he'd be up to \$45,000 by now! ...Yikes! I just remembered! With his personality, he'd have been fired a dozen times... If he'd depended on the establishment he could be *homeless* now!

True!

Indeed, the greatest risk is not risking.

Can you risk *that*?

Optimization In A Single Mailing

Now let's take a look at the results of a single mailing.

When you decide to market like a professional, you'll discover that the easiest things to test - and the *most effective* - are the design/teaser copy on the outside of the envelope, the headline of your

sales letter, and the type of guarantee and bonuses you offer. These are your greatest leverage points.

Online, of course, you don't have teaser copy - so your headline - either on your web site, or in the subject line of your e-mail - is your first component.

Any one of these individual items can dramatically alter your returns. Together, the results are *exponential!*

Look closely at the following figures to see how optimizing the different elements of a sales letter can boost your returns. These are relatively modest figures. Let's say your optimized teaser raises response by 25%, the headline by 70%, the guarantee by 50%, and the bonus by 120%. Each of these improvements in and of itself is significant.

However, when you measure the effect of all four of these factors working together, you see you've ended up with a supercharged synergized 600% increase!

| | <u>Control</u> | <u>Teaser</u> | <u>Headline</u> | <u>Guarantee</u> | <u>Bonuses</u> |
|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|
| Improvement | | 125% | 170% | 150% | 220% |
| # of Letters | 10,000.00 | 10,000.00 | 10,000.00 | 10,000.00 | 10,000.00 |
| Response | 5.0% | 6.2% | 10.6% | 15.9% | 35.1% |
| # of Orders | 500 | 625 | 1,062 | 1,594 | 3,506 |
| G. Profit | \$207.04 | \$207.04 | \$207.04 | \$207.04 | \$207.04 |
| Total | \$103,520.00 | \$129,400.00 | \$219,980.00 | \$329,970.00 | \$725,934.00 |

From \$103,520 to \$725,934

These fantastic differences are *easily* achievable - going from \$103,000 to \$725,000. *Exponential gains* from the combined effects of optimizing key leverage points.

So there you have it... My confession that there *are* risks - and that the biggest risk you'll ever run is not risking. Another paradox. It meant a career in the case of Gary Halbert, a life, prosperity instead of failure. It meant \$622,414 on a single mailing of 10,000 pieces. It can mean the same thing for you.

Truly one of the greatest things about the direct response marketing business is that you *leverage* all these additional dollars out of the same finite investment in printing and postage.

You get these differences with *NO* additional expenses, taking *NO* additional risks!

It's *leverage* that *every* world class marketer strives to optimize... *Copy success!*

A Guaranteed Winner

Don't cheat yourself of the *vast differential rewards available to you*... Not when they're so easy to acquire!

Start by modeling the secrets of the giants. Then, when you write your own sales letters, copy and mimic their letters, their websites, their products, their offers, their bonuses, their style, their formatting....

Apply the same proven strategies the winners of direct response marketing are using to send your own sales into the stratosphere. Try several alternatives. *Testing* is the refining process. It's by trying out several different models that you find the killer.

Call it your control, and continue testing further, always trying to beat yourself - into higher profits! Always, the best working letter is your control.

Always study your results. If something doesn't work so well, no problem. Either eliminate it or, if you think it just wasn't properly executed, clean it up, make the specific adjustments indicated by the results you did get. Scientifically make your mistakes as quickly as you can so you can get on to the *real* moneymaking.

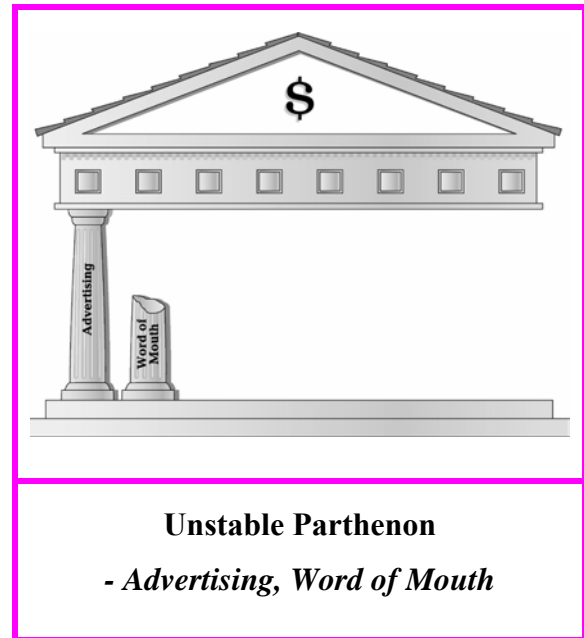
The Parthenon Strategy of Pre-Eminence

Your eventual success is all a result of how you think about your customers and your business. If you think it's about making a one time sale and that's it, then I hope you have your crash helmet on. Just as surely as the Parthenon with 1 pillar could not stand, you're headed for disaster. Nobody knows the exact time, but you're an accident waiting to happen.

Optimization of a single offer or aspect of your business is only one of the crucial components in your game plan to build a profit machine that works for you over and over again. Your mindset, your goal, and your quest is to optimize *everything*.

For instance, let's apply the unstable Parthenon theory to your marketing. Most companies do some form of advertising. That's what they've been taught to do, and since it's so conventional, there's plenty of sales people knocking on their door every day. How *effective* that advertising may be is another question.

Further, though they probably don't do it actively at all, they may pay lip service to the true statement, 'Word of mouth is the best advertising'. Referrals.



The Parthenon Strategy of Pre-Eminence assures you, that's not enough!

That's another *great thing* about Information Marketing. It offers you the ability to make repeated and *larger* sales for as long as you want to market... People are prone to developing relationships, and, if you treat them right, once you've served them once, you actually have a *far better* chance of doing repeat business with them than you ever had of doing business with them the first time. Remember the *Info Junkie*?..

Congratulations! When you multiply and optimize your channels of sales and the number of products you offer your client, you multiply your sales. Actually, it's more correct to say that when you start applying these principles, you *exponentialize* your sales!

Your business will be stable when you have *multiple pillars of income* supporting your business. Just as the Parthenon, with many pillars, has stood the test of millennia, your business will become stable and enduring when you have multiple pillars of income - of several classes - supporting your business, earning you income. That's how you assure your own lasting success.

In one sense these multiple pillars represent multiple products and multiple sales channels. Indeed, your success is multi-dimensional, and you should think of the multiple pillars of Parthenon Marketing as actually representing the optimization of many different aspects of your business. ***That's Parthenon thinking.***

The Strategy Of Offering Multiple Products

Taking our Parthenon, we can imagine that each pillar supporting the building is a different product supporting our business.

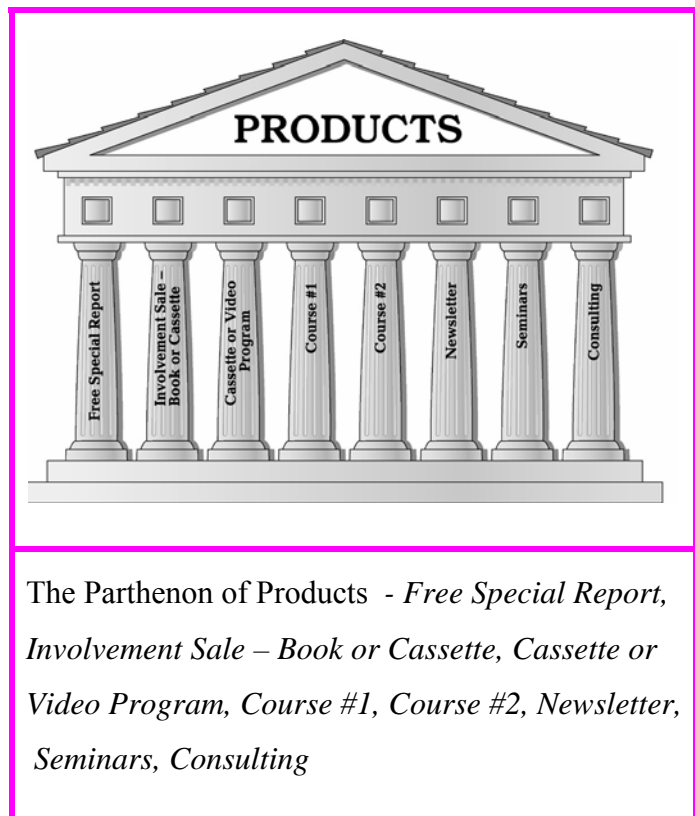
Enjoy The Easy Money's In A Firm Backend

We're talking here about the marketing principle of a *backend*. Every sale you make should be designed to make another. No product is an end in itself. You sell a \$19 book to get your story out. Then, it's easier to sell a \$337 course by mail. After they've been fascinated, charmed, educated, and regaled by you, and received genuine value, they then need further supplies or, perhaps, a \$2,000 seminar. Perhaps some consulting.

Your mission, should you choose to accept it, and become exceptionally rich, is to always have various and more high priced products that people can use to improve their lives - thereby maximizing the dollar value of every single customer to you.

Whatever your business is!

Ideally you've got a group of related and integrated products, so this progression flows naturally. Build from a handful of introductory materials and products a funnel into more expensive courses, products, and services. Your constant quest is to increase the dollar transaction value of every sale, as well as to encourage your customers to buy from you repeatedly, so that you also make more over the long run.



And buy from you they will! *But they have to be asked.* But that's okay, because that's what you do as a marketer. You are someone who provides opportunity to interested people.

To illustrate, I'll give you a few ideas from one backend system I know well, that of Diversified Resources, Inc.

Our first efforts at building the backend sales occur right on the order form - called an *Enrollment* Form - with the offer of discounts for the higher dollar purchases.

Here's the pricing structure.

| | |
|-------------------------|--|
| I: | \$ 97 - no discounts |
| I & II: | \$337 - 10% discount |
| I, II & III: | \$737 - 15% discount plus BONUS website |

The same order form that offers the \$97 product offers the \$737 product. Which would you rather have?

We sell 400% *more* I, II & III bundlings than we do just I alone. Sure, dollar for dollar, it's a better value, and only the combo truly gives the ambitious neophyte notebroker the full complement of tools that will allow him or her to earn top dollar, but its success is driven in large part by the bonus that's offered with course III.

This particular *bonus*, in fact, has made a phenomenal difference in the number of \$737 orders our company has received.

In just one little section of *The Workhorse Of Your Multi-Million Dollar Mail Order Empire - The Sales Letter*, I show you the facts of a real, true, proven test of a *bonus*.

I ask the question. Given the choice, how do you get 100 customers to voluntarily send you \$22,110 more than you asked them to??!!

Answer: Give them a killer bonus!

This case study also perfectly illustrates the type of bonus you want. Something that *dramatically increases* the money you bring in, yet that *costs you pennies!*... Our costs in this bonus, to earn the entire \$22,110, were less than \$200.

Marketing Secret! The reason why this works so well is that the bonus has a high perceived value!

With your paid in full enrollment in Parts I, II, & III you also receive our pull out all the stops put you in business on the Internet overnight mega bonus, by itself worth over 3 times your entire investment in the course! It's our copyrighted turnkey world wide web presence. We build you a customized set of world wide web files. You'll instantly have your own homepage with your name, address, phone, fax, and email address on it. It will be your Note Presence on the Internet. Overnight you'll have an audience of millions who can submit notes to you ONLINE! They work automatically, 24 hours a day! It can't get any easier than this

As you saw in the graph above, the bonus is just *one* thing. Your quest, of course, is to leverage *everything you do* to ever greater and higher profits! You'll learn *hundreds* of distinctions, each of which can make you tons of money, in '*The Workhorse of Your Multi-Million Dollar Empire - The Sales Letter*'.

You also see this upgrade offer on the order coupons of magazines, where you get substantial savings if you opt for the 2 or 3 year subscription. The publisher, of course, has just increased his dollar sale to you!

Continuing with the Paper Profit\$ example, then, believe it or not, there's a free special report that rides out with every product

delivery! No extra postage, it rides along for free! It offers the happy client, who promptly received his product, the chance to purchase a *related* product, a \$187 supplementary product concerning For Sale By Owner (FSBO) note holders. 20% of the people who receive the *Paper Profit\$* Course order the FSBO program within 2 weeks. It offers a genuine benefit to the beginning note broker.

A few days later, those who didn't take full advantage of *Paper Profit\$* I, II, and III get a bonus opportunity to upgrade - and still get all the discounts and bonuses! (That is, if they upgrade within 30 days.) A good number upgrade immediately. Remember, they've now seen the product. They now know it's a quality product. They received it promptly after ordering it. They trust Diversified Resources and Ted Ciuba. The second order is *e-a-s-y*.

Then, in a carefully orchestrated sequence, they're invited to purchase a whole series of products, ranging from \$197 up. Our best seller in the backend category is Ron LeGrand's *Cash-Flow Real Estate System*, a \$2,497 product discounted down to \$1,197. It's the best course - bar none - on making BIG MONEY, real fast, without money, without credit, and without partners in quick-turn real estate. Contact our office and we'll mail you out a hard copy *free*. Or, you can read the full special report at <http://www.realprofit.com/cashflow/>

At every point these kind clients are also invited to visit our web site and see the wide selection of real estate and marketing courses we make available.

And there's special offers throughout the year, thanks to the fact that everyone who enrolls in the *Paper Profit\$* Course gets a free subscription to the *Paper Profit\$ New\$Line*. We normally stuff a ride-along offer with the outgoing newsletter... at no cost to us but the printing!

Offer High Value Products

Be aware, however, that the future of your business is as closely related to the backend products you sell as it is to the front-end product. For example, we don't offer a bunch of real estate courses. We offer *one*. There is no peer to The *Cash-Flow Real Estate System*. Nobody who

receives this product will ever be disappointed. That's another way of saying *everyone who orders this product is an incredible prospect* for the next offering.

As you'll see shortly, you can earn over \$100,000 from a single customer this way!

Hm-m-m.

High Performance Profitability

These backend products give you the ability to leverage the value of a single customer. The very first act - giving a person a *free* special report, or a \$20 book - is working on the final act - an ongoing customer relationship worth hundreds, thousands, or hundreds of thousands.

The first sale is the hardest sale! You've got to break through that very tough credibility barrier. Then, when you get this customer - *serve him for all it's worth!* We've got a saying around our company, and I encourage you to adopt it, too:

'Every friend is a friend for life.'

Mean it. It's all about creating a lifetime relationship.

Design and unfurl a strategic, systematic, *profitable* backend with every product you offer. *How much service can you give to your clients?*

How To Sell At A Loss And Make A HUGE Profit

Just so we'll all know just how powerful what we're talking about can be, let's look at an example that Jay Abraham offers when he talks about backend. He had a client who sold collectible coins. They actually sold their product *at a loss!*

| Involvement Sale | <i>2x Morgan Silver Dollars</i> | |
|---------------------------|--|-----------------------|
| Sale price | \$19.00 | |
| # of beneficiaries | 50,000.00 | |
| Subtotal | \$950,000.00 | |
| Cost of product | \$21.00 | |
| # of beneficiaries | 50,000.00 | |
| Subtotal | \$1,050,000.00 | |
| Profit/(loss) | | \$(100,000.00) |

A pretty substantial loss... but let's look at the backend.

| | | |
|----------------------|------------|------------------------|
| Backend #1 | | |
| Avg. per sale | \$1,000.00 | |
| Beneficiaries | 10,000.00 | |
| Sales | | \$10,000,000.00 |

| | | |
|----------------------|-------------------|------------------------|
| Backend #2 | | |
| Avg. per sale | \$1,000.00 | |
| Beneficiaries | 250 | |
| Sales | 250,000.00 | \$10,000,000.00 |
| 3x per year | | \$750,000.00 |

| | | |
|----------------------|------------|-----------------------|
| Backend #3 | | |
| Avg. per sale | \$5,000.00 | |
| Beneficiaries | 1,500.00 | |
| Sales | | \$7,500,000.00 |

TOTAL SALES YEAR ONE \$18,150,000.00

Let's Recap: In their advertising for these coins they admitted that they were actually selling at a loss, even based on wholesale costs! Everyone recognized it was a great value... And bought! To the tune of a \$100,000 loss!

Success leaves clues - Ted Ciuba

Some loss they took, right?! They wisely knew that it was really part of the irresistible customer-capture *advertising* costs. With the strategic deployment of a firm backend, they were able to leverage that initial customer acquisition loss into a gain of over \$18 Million!

What Does Breaking Boards Have To Do With Your Success?

Two volunteers came forward. A young diminutive girl broke the board with one clear stroke. The husky country man, after pounding away at it 10 times, crawled away - shamed. What gives? Whether you can break a board or not depends entirely on what you see. When you see the top of the board, that's where you stop - ouch! When you see the space beyond the board, you pass through it like it's a cobweb. It's not size, might, or even trying hard, as our burly friend with the throbbing hand learned... It's not who you are by the fortunes of birth... money, looks, culture... The difference lies in your mental focus. You harness this same power when, before the day they make their first purchase with you, you see satisfied happy clients enjoying future products of your own. You'll serve them well!

Get this! Each of these buyers had identified themselves as someone who understood something about the value of coins, as well as being a person who would purchase by mail. The

perfect targeted audience for a backend offer!

They've bought from the Company, been pleased with the value, been pleased with the service. .
Heavens! You can't get a better prospect than your own satisfied mail order customer!!!

And guess what? A little literature went out with each of the 50,000 orders. Can you believe it?
Another offer! In accord with time-proven backending principles, the company raised the ante.
20% of the original respondents responded to this second offer.

10,000 customers came back and ordered \$1,000 worth of precious coins! Within 60 days of the
first mailing, the company was showing a \$10 Million profit!

Not only that, but even though they can't snag 10,000 orders every month, they do snag a steady
250 orders every three months from this same group of original buyers. That's an *easy* \$250,000
every quarter. That alone is a million dollar per year revenue.

But, again following the natural progression of backend buyers, there are a select number of
buyers who want *even more!* The company targets the repeat buyers and upsells them into a
\$5,000 precious coin investment. To the tune of *\$7.5 Million Dollars!*

Total profit: \$18,150,000 - From a \$100,000 loss!

This perfectly illustrates the power of a firm backend!

P.S. Don't take this illustration as an indication that you have to sell at a loss. Or that you have to
have deep pockets to be able to do business. What it illustrates is that it's not on the first sale that
you make your money...

What it illustrates is the incredible leverage that's available to you by strategically working your own customer list!

From a loss - (\$100,000) - to a million dollar fortune!

You Make Your Real Money On The Backend!

It's generally not possible to make the huge income you want to make on just the front end. But the backend is your true front door to riches!

None of this is boring, hard, or challenging, but it is something that most beginning entrepreneurs miss out on entirely, and therefore fail even when it looks like they're doing things right. It's crucial that you implement this key component of the Millionaire's mindset.

When your prospect makes their first purchase, there's a design, a *greased chute*, if you will, that encourages them to spend more money on products they don't even yet dream exist.

The Strategy Of Multiplying Your Channels Of Sales

The second major dimension of pillars you want to build into your business Parthenon involves multiple sales channels. Every direct response marketing company can make money through at least 8 different sales channels. I imaginatively assign one of these sales channels to each of the 8 pillars on the ends of the Parthenon.

As such, you can visualize your Parthenon Marketing strategy as composed of the 8 marketing pillars of direct mail, advertising, Internet, publicity, backend, joint venture alliances, distributors, and a newsletter.

In practice, these are all interdependent, simultaneous, and multi-dimensional... all affecting and affected by each other...



In other words, you can sell a joint venture product through a combination of advertising and direct mail, simultaneously offering it on the Internet, through distributors, and with your newsletter.

You know what we're talking about with direct mail, advertising, the Internet, and the backend. But *publicity*? To *sell*? *Yes!* And what in the world is this 'joint venture' and 'distributor' stuff? *Simply the easiest way to*

get new products and giant new revenues!

Publicity. There's always a way to make favorable publicity for your product. You can get rich for the price of a postage stamp.

Harold Moe earned \$3,591,000 from a single feature in *Family Circle* magazine! Get on *Oprah* and you can accelerate that to a couple of *days!*

It's happened. It happens. It can happen to you.

Traditional marketing believes that advertising works... Or that direct mail works... or that having a web site works. Guerilla Marketing says that those are silly notions. Advertising doesn't work. And direct mail doesn't work. And having a website doesn't work. The only thing that works now are marketing combinations. And that means that if you advertise, and you do direct mail, and you have a website, all 3 of them are going to work - and they're going to help each other work.

- Jay Conrad Levinson

Naturally, there are secrets to writing effective press releases. Ignoring those secrets *guarantees* your failure. This is where most people's efforts consign them....

I reveal these secrets' depth and power in *Million Dollar Publicity Strategies That Don't Cost You A Dime ...and Make You Millions!* I'll give you full details soon on exactly how you can get this \$147 report absolutely free.

Joint Venture is nothing more than a term describing an agreement whereby two companies work together to make a mutual profit. It's when you and I agree that you can market my course, *The Mail Order in the Internet Age System*, that I'll inventory and ship it out, and that you keep 50% of the revenues!

Or, a web variant is the *affiliate program*? That's the web term for a basically unqualified resale license. If you want to make instant money from your website or your mailing list, just sign up for our killer high-payout rocking affiliate program at our main website at <http://www.InstantInternetMarketing.com/affiliates/> and you're an *immediate* partner. Beyond that, there's hundreds of good affiliate and reseller programs on the web, whatever your interests are... It's a real *phenomenon*!

You don't need any permission or instruction to sign up for a web-based affiliate program... Just do it.

I show you exactly how to set up the more sophisticated and profitable joint venture mail order and *insider* Internet Marketing relationships in *High Impact Backend Marketing*. This workshop normally sells for \$197, but I'm going to tell you soon exactly how you can get it *absolutely free!* In the manual you get actual copies of actual joint venture agreements. Just copy what we do, adapt it to your specific situation, and you're flying!

It works just as good when someone is selling your products... Then, instead of acquiring the resale rights, you offer an affiliate program and license distributors, so that they have the right to resell *your* products. Though you make substantially less on a per piece basis than you do when you're selling it yourself to the end user, the greater quantities sold more than make up for it. Plus, they were sold *at no cost to you*... Your distributors do everything.

Newsletter. Then, you should certainly have a newsletter or e-zine even if it's free. You're talking to your own customers!... (Enough said.) Every issue has another special!

How To Exponentially Increase The Value Of A Sale...
The Story of a Distributor.

We have a customer, Thomas Morgen, who made his first purchase from us on the Internet a couple of years ago. That was a \$337 purchase. He promptly brokered a few mortgage note transactions (the subject of the course... *yes, it really works!*).. Then we "let" him sell our *Paper Profit\$* courses on his Internet web site. The beginning of a greater relationship. The *ultimate* backend! One thing led to another and I recently wondered just how much he'd meant to us. Curious, I took just a slice of his business - the last 2 full years.

During that period Tom upgraded from level II to level III of the *Paper Profit\$* course for \$452.00. Then, doing all the work himself, Tom promptly earned us \$4,812.60 in one month on a brokering transaction. Acting directly as our distributor, he then sent us \$68,845.45. So far we're up to \$74,110.05. But that's not all!

Some of the customers Tom brought into the funnel - at outrageous profits to us originally - have become multiple purchasers and distributors themselves. Total product revenues from his client base were \$25,519.18.

TOTAL: \$99,629.23

Analysis of selected "per customer" Profit Responsibility

| | | |
|----------------------------------|--------------------|--------------------|
| Morgen | | |
| Paper Profit\$ Course | \$452.00 | |
| Brokering Revenues | \$4,812.60 | |
| Distributor Sales | \$68,845.45 | |
| Subtotal | \$74,110.05 | \$74,110.05 |

| | | | |
|-----------------------------|----------------------------------|--------------------|--------------------|
| 1st Level | Humphrey | | |
| | Paper Profit\$ Course | \$349.00 | |
| | Brokering Revenues | \$15,754.00 | |
| | Distributor Sales | \$3,396.28 | |
| | Subtotal | \$19,499.28 | \$19,499.28 |

| | | | |
|-----------------------------|----------------------------------|--------------------|--------------------|
| 2nd Level | Hansen | | |
| | Paper Profit\$ Course | \$349.00 | |
| | Website | \$15,754.00 | |
| | Subtotal | \$19,499.28 | \$19,499.28 |

| | | | |
|-----------------------------|------------------------------|-------------------|-------------------|
| 1st Level | Smithey | | |
| | Paper Profit\$ Course | \$349.00 | |
| | Mega Mortgage Course | \$495.00 | |
| | InfoMillions Course | \$309.00 | |
| | Misc | \$129.00 | |
| | FSBO Course | \$152.00 | |
| | Web Site | \$1,137.00 | |
| | Distributor Sales | \$1,529.90 | |
| | Subtotal | \$4,100.90 | \$4,100.90 |

Grand Total From A Single Sale To Morgen \$99,629.23

Can you believe Tom sent us that much money without us ever doing a single thing? Here you see *3 generations* of sales - Morgen sales Humphrey, Humphrey sales Hansen. That's the power of an opportunity-laden *backend!*

All this flowed from a single sale.

\$99,629.23

And it's not over yet!

P.S. Oh, by the way, I've got a program wherein you get a fully functioning web site with your *own* unique URL, when you decide to be really rich. If you'll contact us and request the web site details, I promise to give you the blow-by-blow facts of Internet commerce. The easiest and fastest way to get the info is to send an e-mail to our autoresponder at <mailto:website@InstantInternetMarketing.com> Don't ignore the Internet when it can be so easy! It's a cash cow!!

P.P.S. Next it can be *you*. What if you had 4 Tom's making you money like that? That's \$398,517 per year for working a couple hours every day. What if you had 12 Tom's? That's \$1.2 Million Dollars. It's *entirely possible!*

The Art and Science of Getting Rich

This chapter takes you on a high velocity reading experience. You've just been introduced to the 3 universal principles of wealth. Building your mail order business on *multiplication*, *ownership*, and *leverage* will assure you permanent prosperity. Abide by them, implement them in your business activities, and you will prosper beyond your wildest dreams.

Ignore them, and any success you have will be temporary.

Multiplication allows you to turn the tables on employment, where you break away from the insecurity and low pay of a job and thrust yourself into riches, independence, and prestige.

No longer do you sell yourself by the hour or the month to some ungrateful company who works you too hard and pays you too little. You work for yourself, offering a product who's revenues you can multiply no end. Finally, do what all the rich people throughout history have done. Put 'things' like advertising and products to work for you.

Then... want more money? Simple, mail more mail!

You've got the perfect road laid out before you. Start parttime. You don't need to go fulltime until sales replace your regular 'security' by *multiples!*

Ownership gives you the riches associated with an absolute monopoly. Anytime, anywhere people want the product you offer, *you* get a part of the income.

It's perfectly fine to *start* a business with no products of your own - and in fact, that's a very good way to get started. One of the *best!* But as you build your business and your expertise, adding your own easily created products - and it can be as simple as recording a phone conversation on cassette - you expand your profit base dramatically.

Leverage allows you to get the maximum bang for your buck in everything you do. Every single process, such as posting your new sales letter on your website, is optimized for maximum profitability. At the same time, you have an array of different products bringing you money, as well as an array of different sales channels.

The best thing about it all is that mail order is the perfect setup business to implement these principles.

When you sell a variety of products, strategically designed to offer your beloved customers yet *more*, offering them through direct mail, advertising, the Internet, sequential *personalized* e-mail, publicity, backend communications, joint venture alliances, distributors, and newsletters you have money coming at you from all directions all the time. It's a good feeling.

Further, every one of these channels can be optimized to yield a greater return...

Parthenon Marketing allows you to capture tons of sales from other products and other sales channels that otherwise would surely go to your competitors!

You prosper, not for a season, but for a lifetime.

An Exclusive Invitation

There you have it all! Now you yourself can easily earn \$3,000 per day or \$3,288 in less than 1 hour. Or a lot more! All from home!

You've learned the secrets that will allow you to name your own price in the mail order and Internet Marketing arena, whatever that is. You've discovered the clear and easy principles that will assure your success.

Riches in this new breed of mail order are the result of a minded awareness of what it takes to succeed coupled with drive and the courage to act. Success follows effort as surely as day follows night.

And it's never been easier for the average guy to do it than it is today...

This book has been your invitation to join a very exclusive fraternity. The fraternity of the independently wealthy in 21st Century 'mail order'. It's up to you to take the next step. You've got everything you need to succeed.

Advanced Tools Available



...Now that you know the wealth and independence that your own successful home based mail-order and Internet Marketing business can bring!

**[Please visit the website](#) to get more advanced tools,
your free newsletter and free ebook!**

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AutoPilotRiches.com gives you *all 5* of these... and *more!*

- | | |
|--|-----------------------------------|
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Would You Like A 6-Figure Income That Lasts All Your Life?!

A Product Everyone Needs! An *Unparalleled* Business Opportunity!

The *Pre-Paid Legal* plan is to legal access what the HMO is to the medical industry.

Product: The *Prepaid Legal Plan* gives affordable legal services to American families, businesses, and professionals. One plan covers *entire family*. Utilizing only the highest rated most stringently selected attorney firms, includes *unlimited* phone consultations on any personal or business legal matter, new or pre-existing. Free contract & document reviews. *Free* will preparation. Letters and phone calls from the law firm. Representation for moving traffic violations. Trial defense for any civil suits and job-related criminal charges. IRS audit and trial services - starting with *last year's taxes! Plus more!*

Company: Prepaid Legal Services, Inc. has a solid 30 year history. It is the 33rd fastest growing company on the New York Stock Exchange. *Forbes* ranked Pre-Paid #5 by best small company in America! *Money* ranked Pre-Paid stock #13, ahead of Microsoft at #17! *Fortune* ranked Pre-Paid as 1 of fastest growing companies in America 2 years in a row! Debt-free with \$40 million currently in the bank!



Market: *More than 2 of all households have a legal situation RIGHT NOW!*

(American Bar Association). Medical insurance is almost universal, because people

know a loss could be devastating, yet you are 3x more likely to be in court than you are to be hospitalized!

Positioned for massive growth in the next few years! The Pre-Paid Legal Services concept is proven in European markets, with an 80% penetration. There's a vast virgin territory for you to get rich in the United States, which now has less than 2/10's of 1% penetration. People don't have legal coverage because they don't know it exists. *Now is the time!*

Marketing: You can market this program *any way you like!* 1-on-1, meetings, mail... The *Internet*. Wide array of **professionally produced** marketing materials. Training and support: individual, group, conference calls, printed materials, videos, cassettes, web-pages, e-mail updates. Just plug in!

Compensation: *Leverage yourself!* Huge commissions, payed in advance! Paid *daily!* Direct deposit to your account! Overrides! And the ultimate in *auto-pilot* wealth creation -- *lifetime residual income*.

P.S. This is the greatest opportunity I've ever seen!... You may just find all that we talk about in The Principles of Wealth (chapter 6) in *Pre-Paid Legal Services*. This product alone could make you rich! Really rich. I herewith invite you into the exclusive Inner Circle of wealth-builders. Read all about it at <http://www.scales-of-justice.com/> or send \$10 to Parthenon Marketing; 2400 Crestmoor Rd #36; Nashville TN 37221; 615-662-3169 / fax: 615-662-3108 (30 day no-questions-asked warranty) for the convincing **Pre-Paid Legal Info Pak** -- a video, cassette, bound report, and more. Some restrictions apply.

BIO on Ted Ciuba

Ted Ciuba – HowToGetRichOnTheInternet.com - **America’s Foremost Internet Marketing Consultant**, takes clients and students at any level to wherever they want to go on the Internet. How? *Millionaire Magazine* says it superbly:

“Ted deftly incorporates traditional mail order techniques with clear-thinking online marketing tips, to create a winning combination anyone can use.”

Entrepreneur Magazine identifies his “qualifications” as being a **best-selling author** and **making money live before an audience**, repeatedly.

Ciuba is the author of a number of business books, including *How To Get Rich On The Internet*, *Mail Order in the Internet Age*, *Paper Profit\$*, and 2 dozen more books, courses, and programs.

Ted is the host of the popular “How To Get Rich On The Internet” show broadcast at InternetMarketingInterviews.com

But the thing that gets the most press are his incredible promotions at his own [World Internet Summit](http://WorldInternetSummit.com) conferences. These events, happening in select locations across the globe (USA, Australia, United Kingdom, Singapore, China, New Zealand), literally spill the goods on making obscene amounts of money at lightning speed on the Internet.

In his famous “Internet Challenge” a feature of every show, he hits the stopwatch, selects a person at random from the audience... Then the brain-storming starts, zooming from *concept* to *money-in-the-bank* within 72 hours!

Like Margaret Berman, from The Gap, Queensland, Australia... Stretched just paying for the event, she was staying at a backpackers hostel down the way... She rocketed past **\$11,431 in her first 72 hours on the Internet**. Then boosted that to \$16,009 when she did a promotion to her new “list” the following week...

Ted has shared the stage with such persons as Jay Conrad Levinson, Mike Enlow, Dan Kennedy, Ron LeGrand, Brett McFall, Tom Hua, Armand Morin, Terry Dean, Corey Rudl, Marlon Sanders, Jonathan Mizel, Robert Allen, Carl Galletti, Kirt Christensen, T.J. Rohleder, Holly Cotter, Russ von Hoelscher, Yanik Silver, Jim Straw, Michael Penland, & dozens more top performers!

Ted Ciuba – best-selling author, publisher, acclaimed international speaker, promoter, and famed Internet Marketing Consultant...

It wasn't always so good. The **Internet Marketing Association** tells it... “Ted Ciuba really is a ‘Rags To Internet Riches’ story. He once lived on the county line at the end of a long dirt road in rural Tennessee... Hiding out from bill collectors.”

His money making methods have been featured on TV and in dozens of major radio shows, newspapers, magazines, websites, and live seminars throughout the world.

There's magic in his methods! Tune in, he'll show you how to capture your own Million dollars on the Internet!

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