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**Quick Turn Marketing Exposed**  
**Dan Lok interviewed by Terry Telford**

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## Contents

<b>PLEASE READ THIS FIRST .....</b>	<b>2</b>
<b>CONTENTS.....</b>	<b>3</b>
<b>AUDIO INTERVIEW .....</b>	<b>4</b>
<b>THE TRANSCRIPT .....</b>	<b>5</b>
<b>WHO IS THIS DAN LOK GUY? .....</b>	<b>81</b>
<b>TESTIMONIALS FROM DAN'S PEERS.....</b>	<b>83</b>

## **Audio Interview**

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## The Transcript

**Terry:** Hi, you're listening to Terry Telford from TheBusinessProfessional.com, and today we're extremely lucky to have a copywriter extraordinaire named Dan Lok. He's in Vancouver, Canada. Dan is currently so busy that he's not even accepting new clients. You can appreciate the time that Dan is taking with us to describe his business and exactly how he works, and pass on a lot of information as far as being a copywriter and what you can do to actually go ahead and write your own copy -- the formulas he uses, the secrets he's got, and let's just dive right in. I'd like to just say thank you very much for taking the time to talk to us, Dan.

**Dan:** Glad to be here, Terry.

**Terry:** Thank you again. Dan, I've got really a bunch of questions for you, but before we kind of dig in, let's talk about you first. How did you get started, and how did the early days go?

**Dan:** Terry, I moved from Hong Kong to North America years ago with no money, no connections, and not a word of the English language on my lips. As you can tell from my thick accent, English is not my first language -- I had to learn it from scratch. I started my first business when I was 16 years old with my friend, mowing lawns for people in my neighborhood. The business went down in 6 months because of lack of customers. On and off I

would start a business, and it would fail very quickly. I mean, I was in the vending machine business, I was in multi-level marketing, I was in the retail business, in fact, I was importing toys from Asia, and at one point, because I lost so much money in my business ventures, I had to borrow money from my friends and family just to survive. That was pretty bad. And I even went out there and got a job! I was making minimum wage stocking cans on the shelves in a supermarket. Because I had no degree or formal education, that was the only job I could get at that time. Now, at that time, just like most people, I was reading all those self-help books -- Terry, I think you're familiar with them?

**Terry:** Yep!

**Dan:** I was listening to the tapes, going to seminars -- I was a junkie! I had the desire to succeed, I set goals, I thought positively, I affirmed to myself daily, "I'm rich, I'm wealthy, I'm rich, I'm wealthy," all that stuff, and guess what, Terry? I was still frickin' broke. I think some of your listeners can relate to that. Now, by the way Terry, forgive me for being very blunt during this interview. I don't mean to hurt anybody's feelings, but I probably will, so I hope our listeners won't be offended by that. Because when it comes to business and marketing advice, I don't pull any punches. I don't take any prisoners, I don't sugar-coat stuff, I don't bullshit people -- I tell it like it is, and that is exactly why I'm not everybody's cup of tea! My clients either love me or hate me.

**Terry:** That's beautiful.

**Dan:** Because sometimes I'm just too tough on my clients, I slap them around, and you know -- seriously, sometimes they come up to me and ask me, "Well, Dan, what do you think of this idea?" And if I don't like it and I don't think it's going to work I just tell them point blank: "It sucks! It's not going to work!" And a lot of them don't like to hear that -- especially when they are paying me a lot of money! But they put up with me, because I make them money. Why else would a person pay a marketing guy a lot of money to yell at them and slap them around? Seriously, why else would anyone put up with a maniac like me? The only reason is that I make them a lot of dough -- that's the only reason.

**Terry:** It's worth it.

**Dan:** Absolutely.

**Terry:** It's worth going home with a black eye.

**Dan:** Uh-huh. But anyway, sorry about that, I got off track there. So, I was starting all these businesses, and these business ventures were going out of business faster than I could start them. I mean, seriously! It was pretty bad. And then one day, one day it just dawned on me, and I asked myself this question: I said to myself, Why are some businesses are more successful than others? Why do some people just seem to have the Midas Touch? And

Terry, I bet you know somebody, it's like they can just start any business and make it profitable. And I looked at myself, I said, Well, I'm not stupid, I work hard, I have a desire to succeed. What was I doing wrong? What's the problem? What's the key? What's missing? And I kept asking myself, and boom! I got it, I finally got it, the ultimate secret to business success, and here's the secret: I have never seen a company in trouble for having too much revenue. Just like a person -- you can never have too much money, you can never have too much revenue in a business. Now, the next question, Terry, you might want to ask me is, Well, then, how do you generate revenue?

**Terry:** Right on the tip of my tongue.

**Dan:** Yeah! Well, by creating and keeping a customer. Well, how do you create and keep a customer? Through effective marketing. No marketing, no customers. No customers, no sales. No sales, no business -- period. End of story. It's that simple. Show me a profitable company, and I'll show you a good marketing company. Does that make sense to you, Terry?

**Terry:** Yeah, absolutely.

**Dan:** So, I discovered that that's the ultimate secret to business success -- that's the key, that's the missing link. Then I determined to get good at this marketing stuff, so I read John Caples, Claude Hopkins -- all the marketing classics, all the classic books -- and started my little one-man advertising



agency. I started writing ads for entrepreneurs. Now, at that time, I was just starting out, so I didn't have any degree or diploma in marketing. So at that time, I didn't have any credibility, and nobody trusted me - Who is this guy? How can this guy help me make money? I mean, I was just a young guy at that time.

**Terry:** How long ago was this?

**Dan:** That was about 6 years ago.

**Terry:** So, 1998?

**Dan:** Yeah, so that's what happened. So what I did is very simple. I made them an offer they could not refuse. I would say to them, "Mr. or Mrs. Prospect," I said to them, "Well, I realize you may not believe in my marketing ability, and I can appreciate that. Why don't we do it this way? Let me write an ad for you, or direct mail piece. If it doesn't make you money, don't pay me a dime. Only pay me if they work for you. How does that sound to you?" Well, guess what they said -- "Sure, when can we start?"

**Terry:** So, you really put your butt on the line.

**Dan:** Absolutely. So, under that kind of pressure, I had to figure out a way to create the most effective type of advertising possible. Why? Because if my stuff doesn't work, I don't eat. I can't mess around with theories. I don't

have that kind of luxury -- I wish I had! The stuff I create, it has to make money, and preferably make money very quickly. And to this date, I have sold about \$20 million worth of products and services in over 39 different industries, and now I'm teaching others how to market their products and services. So, that's basically my story, and that's how I got started in business.

**Terry:** That's beautiful! So now you're teaching people how to go about marketing their businesses, and I know you have a website called Quick Turn Marketing. What exactly is that about?

**Dan:** That's funny you ask, Terry, because actually it was a client of mine who inspired me to come up with that name. Let me tell you a story, okay? Now one time I was on the phone with a client, and he owns a couple of restaurants in Canada, and his business was in trouble -- big trouble. I cannot reveal his name here, but we were chatting, and I was asking him some questions and stuff. So we were on the phone for at least, I think, 3 hours, and at the end of the consultation I gave him some ideas on how to develop brand -- how to really promote his business, how to really create some excitement in his restaurants, how to create a unique selling proposition, all that stuff, all that marketing stuff. So he wrote down a bunch of notes and ideas. Anyway, I didn't hear from him for two or three months -- no fax, no phone call, nothing, absolutely nothing. Then one day, he called me out of the blue, and I pick up the phone, and all I heard was, "Dan! Thank you,

thank you thank you, thank you, thank you!" And I said, "Wha - what happened? What is it? Who are you?" And he said, "Oh, Dan, I did exactly what you said, and I quickly turned my business around, and now my sales are up 30%. Thanks for your advice!" And he kept saying thank you, thank you, thank you. And I said, send me a check!

But that just stuck in my mind, so I said, Hmm, interesting -- "quickly turned his business around". I said, that's a good term, you know what! Ah-hah! Why don't I call my methodology "Quick Turn Marketing"? So, that's how the idea was born. But you know Terry, frankly, there's nothing new under the sun of marketing. I don't claim to invent all these marketing strategies or ideas -- no. You know what? In fact, I'll be the first one to tell you -- I *never* have any original ideas, and probably never will. In fact, here's the first lesson for our listeners, and it's an important one: When you go to the bank, Terry, when you go to the bank and deposit some money, would the teller say to you, "Well, I'm sorry Terry, we can't allow you to deposit the check because this is not your original idea! I mean, you didn't bang your head against the wall to come up with this idea!" The banks don't give a damn!

**Terry:** That's true!

**Dan:** They don't care if you spent 10 years coming up with the idea, or they don't care if you spent a day. Money is just money. Then why reinvent the wheel? Why not take the road of least resistance? Forget about being

original, forget about being creative, because creativity sucks! Just take the money and go home.

**Terry:** That is a really, really big statement coming from somebody who is a very professional marketer.

**Dan:** Terry, I'm not an innovator -- I'm a synthesizer. I hand-pick the best marketing techniques that I have used and tested in the battlefield, in the trenches -- simplified them, refined them again and again, and teach it in such a way that it's easy to understand, and most importantly, easy to apply. I want people to be able to learn my stuff today, and then they can apply it tomorrow when they open the door, and they can just make some quick cash. And that's my whole intention. That's what Quick Turn Marketing is all about -- producing the maximum results with the least amount of effort and the least amount of time.

**Terry:** So then, Quick Turn Marketing, is this something that I can go to your website and say, Hey, I like this sales letter that he's written -- I can just copy that and change a few words and I can use that?

**Dan:** You can copy the ad now, but there's huge difference between stealing, and copying and modeling, right, Terry? I would say, you can look at any sales letter, and I can give you some ideas -- you can look at any sales letter that is proven, and you don't want to just steal the words and phrases. That's illegal -- that's copyright protected material. But you can never

copyright an idea. Let me give you an example -- let's say there's an ad written by John Caples -- "Do you make these mistakes in English?" That's an ad for, I believe, a home-study course. And it's been running for 30 years - I believe it's still running right now. Now, if you just take "Do you make these mistakes in English?" and use that as your ad, that's illegal. But, what if you change it to, "Do you make these mistakes in marketing? Do you make these mistakes in copywriting? Do you make these mistakes in your consulting business?" You see what I mean?

**Terry:** So you've still got the same meaning, but you just change some of the words so that you can use it for your own business.

**Dan:** Exactly. Why reinvent the wheel? Just take what works and run with it.

**Terry:** Now how would you go about finding something that you would be pretty sure is something that works?

**Dan:** First of all, what you want to do is you want to fill out what I call a "swipe file," your own swipe file. I mean, you should see my swipe file, it's huge. I have thousands and thousands and thousands of sales letters.

**Terry:** Now, how did you pick those ones out of all the sales letters? How do you choose?

**Dan:** Good question. For example, let's say what you want to do is buy stuff from the mail. You want to buy stuff from Nightingale Conant, and you want to get on all the marketer's mailing lists. I can tell you, Terry, I'm on all the marketer's mailing lists. I'm on their best customer lists, because I buy everybody's stuff. And how do you know if it's a winner? Very simple -- if they keep mailing the piece to you, the same piece, you know it's a winner -- more than 3 or 4 or 5 times. Why? Because if it doesn't make money, they won't keep mailing it. Even magazine ads -- if you see the same ads running, first issue, second issue, for years, for a year and a half, you know it's proven. Otherwise, they'll pull it, because it costs too much -- the cost is too great. So, build your swipe file, get on the mailing list, buy some stuff from everybody, just buy some stuff, get on their mailing list. When you open your mailbox, people call it junk mail -- I call it the gold mine.

**Terry:** That's your research.

**Dan:** That's my research, because I get 10-20 marketing pieces, junk mail, a day!

**Terry:** So you've got a library in your mailbox everyday.

**Dan:** Huge. I love that stuff!

**Terry:** So you've done a lot of research, then, as far as not only just in direct mail and that type of thing, but a lot in different industries.

**Dan:** Exactly.

**Terry:** What do you see then would be one of the common, or some of the common marketing mistakes or advertising mistakes that consistently keep coming into your mailbox?

**Dan:** Terry, I can do a 3-day boot camp on this subject, I think, because there are so many mistakes they make!

**Terry:** Beautiful, then! Maybe we can limit it to 5 or 10.

**Dan:** Okay, let me give you maybe 4 or 5 big ones. The biggest one -- mistake number one: Now, this is not so much a marketing mistake, it's more like a business mistake, but it's a deadly one. And that is most entrepreneurs, they don't have an exit strategy. They go into the business without knowing how they're going to get out. I mean, are they going into the business for the wrong reason in the first place? Let me give you an example. Maybe they just lost their jobs, or their boss just fired them, and they've been working for their company for the last 10 years, and they think they know as much about the business as the boss at the company. Or maybe their parents passed away, and they just kind of take over the family business, or they couldn't find a job, like me, and they have to start their own businesses!

So they got into the business without knowing what business was all about. Unless you're planning to work until the day you drop dead, you must have an exit strategy. You must know why you got into the business in the first place. What I'm talking about is: what is the purpose of starting the business in the first place? What do you hope to get out of your business, and how do you want your business to serve you? Now, that's critical -- how do you want your *business* to serve *you*? Because most people I talk to, I ask them, "Why did you start your own business?" and they'll say stuff like, "Well, to make some money. To be my own boss." That's just not good enough. You've got to be more specific.

**Terry:** So what would be a better answer if you were to ask somebody?

**Dan:** I would ask them, When you start your business, what are you going to do? Are you going to sell the business for a huge sum and retire? Are you going to keep the business, and continue to work hands-on to make a huge income? Or maybe, are you going to keep the business and cash out your time, maybe delegating the day-to-day and make a huge passive income? Or maybe, are you going to franchise your business and collect franchise fees like McDonald's, Burger King, and Subway, that kind of stuff? Or maybe you have bigger goals -- you're going to take your company public, who knows? But you've got to know all these things.



**Terry:** So you need to have kind of a long-term goal, even when you're starting your business and setting it up.

**Dan:** How to get on -- where are you going to get on, how are you going to get off? You know what Terry? Let me give you some examples from my own business activities, so I'll make it clear. Let's say it's my own consulting and information marketing company, Quick Turn Marketing. I sell books and tapes, educational materials, and sell with people, regularly write copy for my clients, that kind of stuff. Now, the purpose of that business is just to generate a huge income, period. I'm not going to sell the business -- it's a cash cow for me, basically. I love what I do, and also, information marketing is one of the best businesses on the planet: low-cost, high-margin, easy to sell, easy to manage, very good business. I'm not going to sell it. Now besides Quick Turn Marketing, I also have equity in five other privately held companies. I serve on the Board of Directors for most of these companies as a Marketing Advisor. Now one of these companies, our whole goal is just to sell it to some big corporation. That's it. We don't want to keep it [**inaudible 19:32**], now, so what we want to do is we want to package the business in such a way that is attractive to big corporations, so they'll acquire our company. Make sense?

**Terry:** Yup. You're going to run the business toward the goal that you're going to sell it, so that's going to affect your day-to-day procedures, and what you're doing in the business.

**Dan:** Exactly. We just want to sell the damn thing. So that way, sales is more important than profit, because you want your sales figures to be very impressive if you're going to sell the company. Because the big companies, they think after they buy your business, they can do a better job than you do of managing the business. They think they can increase the profits. I mean, they always think we are stupid -- think whatever you want, just give me the money, right? So, we want to do everything we can to bump up the sales. So that's the focus, to bump up the sales.

Now, I'm also a major shareholder of another company that invests in U.S. tax liens and tax deeds and tax certificates, that kind of stuff -- real estate stuff. Now, I'm not particularly passionate about the business, but that's okay, because I'm not the one who's running the son of a gun, my business partners are running it. That's where I park my money, it gives me a nice return on my investment -- 15% to 18% a year -- better than putting it in the bank. Now -- different business, different objective. A different objective requires different strategies and a different approach. You see what I'm saying, right? So, the bottom line is, you cannot get what you want if you don't know what you want, and just owning a business for the sake of owning one is just dumb, it's just dumb. I apologize if that hurts our listeners' feelings, but that's just the reality.

**Terry:** Well, that's quite okay -- like you said at the first, either like you or hate you.

**Dan:** Yeah, they either like me or they hate me. I mean, they could stop listening right now -- who is this guy, just yelling at me?

**Terry:** Yeah, but they better not leave, because they're going to learn a lot.

**Dan:** That's mistake number one.

**Terry:** Can you just tell me what's your exit strategy then for this other business that you're not going to sell it, it's not a business that you're going to sell, you've parked your money there. What's your exist strategy for that one?

**Dan:** That one is just like a bank to me. That's where I park my money. I'm not going to sell it, my partners are running it, I just park my money there and get a nice return.

**Terry:** Okay, so there's no exit strategy on that one?

**Dan:** There's no exits for that company, but that's it. But see, with that company I have a very clear objective of what I want to do with that company, and that's the difference. So that's mistake number one. Want to go on to mistake number two?

**Terry:** That would be great.

**Dan:** Okay. Mistake number two would be the focus on the wrong thing, and here's what I mean. Most entrepreneurs, they don't understand the importance of marketing. I don't care what business you're in -- most businesses operate like a 3-legged stool. You need all three legs, otherwise the stool falls down. The three legs in a business are: 1) the products and services, 2) the operation -- how do you manage your business? 3) how do you market your products and services? Now, you can have the very best products and services in the world, you can run the best office in the world, but unless you let people know what you do, unless you market your business, you're not going to have a successful business.

There's a huge, *huge*, misconception among business owners: if you build it, they will come. If you build a better mousetrap, the world will beat a path to your door. Something like that, right? The world will beat a path to your door. Like you said, it's wrong. Nowadays, you don't need a better mousetrap. What you need is a better way to attract people to your mousetrap. But I am amazed at how some entrepreneurs delegate their marketing. I mean, holy smokes, that's what brings in the money! How can you delegate marketing to just some stupid marketing director? It just amazes me. So, marketing is your business -- like I said, no marketing, no sales, no business. So, you really should spend the majority of your time promoting your business, marketing your products and services, just focus

your time on marketing, because revenue will take care of a lot of problems. But that's mistake number two

Mistake number three? Oh, this is a good one. They do image advertising instead of direct response advertising.

**Terry:** And what's the difference? Can you just clarify that?

**Dan:** Terry, let me paint a picture in your mind, okay? Some sales rep just shows up at your door, and he is selling advertising space in the newspaper, or radio, or trade magazine, or whatever. He's telling you, "Terry, you've got to run this ad this way, and make it look real nice and pretty, and really professional. Now, not only that, Terry, you've got to run this ad 15 to 20 times to create the top of mind awareness. If you only run it a couple times, it doesn't work -- you've got to run it 15-20 times." I think you've heard that.

**Terry:** That's normal advertising.

**Dan:** That's normal advertising. Because most business owners are not tracking it, and they just tell you you've got to keep running it again and again and again. That's bullshit. That is just bullshit, and here's why -- here's the secret. You cannot multiply zero. If you're not getting a response today, you're going to continue not getting a response, period. Now, unless you do or you learn what I call direct response marketing, or direct response advertising -- not unless you're McDonald's or Coca-Cola, I assume you

don't have a few millions bucks in your advertising budget to order image advertising stuff -- but you have to do direct response advertising.

That means the advertising dollar you spend is measurable and accountable. Every dollar you spend has to be measurable and accountable. This is the way you should look at it. Imagine you have to write a check to the media rep on Monday. The ad has to appear in the publication on Wednesday so that the revenue generated on Wednesday gets deposited into the bank by Friday, so that the damn check you wrote on Monday clears. That's the way you need to look at advertising. Every dollar you spend is measurable and accountable. If you spend \$10, how much are you getting back in dollars -- not, "Oh, I create my top of mind awareness," -- I love this -- "I get my word, my name out there."

You can't eat image, you just can't. Image doesn't pay bills. You need cash, so you must know the return on your investment. This is why I always tell my clients marketing is all math. It's not about creativity. It's all math. That's all it is. You spend a buck, you make two bucks back -- five bucks, ten bucks, twenty bucks. If an ad works, you keep running it. If it doesn't work, then you tweak it, then you try to change it, try to improve it. That's all it is, that's all it is. So, that's mistake number 3. Want to go on?

**Terry:** Let's go.

**Dan:** Mistake number four. They market the same way that everybody else markets in the industry. God - the yellow pages are the worst, Terry. You open the yellow pages -- let's say you're looking for a printing company. And you open the section, and all the ads basically look the same, right? They all say the same bullshit -- we care about you, we've been in business since 1998, professional services, quality printing -- it's pathetic, it's just horrible. Now, Terry, let me ask you, let's say you own a printing company. Instead of running an ad saying "I'm the best, I'm the greatest, and blah blah blah," - who cares, right? -- you run an ad and say something like this: "Warning: Do not hire a printing company until you read this. Free report reviews the seven biggest mistakes businesses make with printing, and how you can avoid them." Now, if you're a consumer, and you're looking for a printing company, who are you going to call? Who are you going to call?

**Terry:** Exactly.

**Dan:** This is funny. In fact, I think one time when I was speaking to a group -- sometimes I speak to associations and stuff -- a lady asked me, "Dan, if you can only give us one single piece of marketing advice, what would that be?" Smart lady -- good question!

**Terry:** Difficult - put you on the spot!

**Dan:** Yeah, put me on the spot. I said to her, "Find out exactly what your competitors are doing, find out how they're marketing their business, and

just do the exact opposite of what they are doing - you'll do well." And that's it. That's how I answered the question. Now, of course, Terry will this work 100% of the time? -- of course not. But it will probably work a hell of a lot better than if you just follow what your competitors are doing. That's the thing -- if you do what everybody else does, you get what everybody else gets. If nobody in your industry uses direct mail, try direct mail -- try it. If nobody uses a free report as a lead generation tool, try it, because nobody does it. It will probably work.

**Terry:** So you'll be able to keep yourself separated from the competition, simply because you're doing something different.

**Dan:** Just do something different. And it doesn't cost more. It just doesn't cost more to do it differently. You just have to think differently.

**Terry:** A little bit outside the box.

**Dan:** Outside the box, big time. That's what I always tell people. Think outside the box -- be a little crazy, be a little outrageous, because nowadays we are getting bombarded with advertisements, and ads, and marketing messages, every day. You have to do something that is so unique and special to catch people's attention. You have to be a little different. Look at it this way -- if you think outside the box, you do something new, do something crazy, you do something that's different from the competitors, and let's say it doesn't work. What are you going to lose? You can always go back. But you



know, I'll tell you what, it's still likely it will work. So that's mistake number four.

**Terry:** Do we have one more?

**Dan:** Let's do one more, then. Mistake number five-- they try to market to everybody. I always tell my clients, if everyone is your customer, no one is your customer. Targeting a niche market is probably the smartest way to market. Mass-marketing costs us too much. It's much better to be a big fish in a small pond than a small fish in a big pond. You know, Terry, let me give you another example. Let's say you are selling a time-management system -- six audio tapes, home study course, that kind of stuff. How much can you sell it for? Maybe 60 bucks?

**Terry:** Yeah, probably up to \$100, I would say.

**Dan:** I'd say \$100, okay? What if you are selling a time-management system for realtors? How much can you sell it for? Maybe \$200?

**Terry:** Yeah -- because it's more specific.

**Dan:** What if you're selling a time-management system for Remax realtors? You can sell it for maybe \$400. Now, the content is basically the same -- time management is time management. It's pretty much the same, it's just that in the audio you mention something about Remax realtors, that kind of

stuff. You change a few words, that's it! The content is basically the same, but because you can charge more in a niche market, it doesn't cost you as much to reach and communicate with the marketplace. That's why if you try to market to everybody -- unless you're Coca-Cola -- not everyone is your customer. If you say everyone is your customer --

**Terry:** You lose.

**Dan:** You lose, and you're living in a dream world. That's not how it works. Find a niche, dominate the niche -- that's the way to go.

**Terry:** And by doing that, you're actually going to lower your promotional and marketing costs while increasing your profits.

**Dan:** And you can reach the market much, much faster. Let me ask you -- how tough is it to find people who are interested in time management, generally? Tough -- who knows who's interested in this kind of stuff, right? But, Terry, can you find a list of 5,000 Remax realtors? Can you do that? In a heartbeat. That's the difference. But, I can go on and on, but those are some of the biggest mistakes.

**Terry:** Okay. That's very helpful, actually. The next thing just kind of popped into my mind: you are probably exactly opposite to most of the -- I don't really like the word, but, the gurus, or the very professional people online, where you don't really fall into the mainstream, I would have to say.

Now, mostly the gurus out there are saying, if you want to become successful, you find a need and you fill it. What's your opinion on that?

**Dan:** I think that's nonsense, and here's why. If you want to go broke -- find a need and fill it. If you want to get rich, find a *want* and fill it. Now, people don't buy what they need -- they buy what they want. Now think about it Terry -- we only need a few things in life to survive. We need food, we need water, we need some shelter -- that's it. Now, we don't need a Mercedes, we don't need a big house, and we don't need a Rolex, and we certainly don't need Starbucks coffee, do we?

**Terry:** Well, that's debatable!

**Dan:** You know? And we don't need 30 pairs of shoes! I hope my girlfriend is listening to this! But guess what -- we want them! We want the finer things in life. So people buy what they want, not what they need. So don't find a need and fill it -- find a want and fill it. Position your products and services as the ultimate solution to your prospect's problems. Fulfill their dreams, fulfill their desires, and you'll do well.

**Terry:** So that's actually a good point. If I'm just going to, or somebody's going to start a business right now, and they're starting from scratch, what kind of advice would you give them then? You don't want to go and find a need, you want to find a want, and fill that want. Now how would you go about setting up the business?

**Dan:** Well, that's a tough question, Terry. You know what? Here's what we're going to do. Instead of just giving our listeners some pieces of the puzzle, why don't I walk you through a whole process. Let's imagine I am starting a business with you right now, and the process we'll go through to start a profitable business, okay? And that way you'll be able to see the whole process, and behind the scenes and what my thought process is.

Now first what you need is, like you said, you have to find a niche -- you have a find a want. You need a salable product that people want to buy, and here's the key -- what people *actually* want to buy, not what you *think* they want to buy.

**Terry:** How am I going to find out?

**Dan:** It's stuff they're already buying. Now, what you want to do is, we have this little product, this little gadget okay? Then what you want to do is have a back end in place before you start marketing your front end product.

**Terry:** Can you explain "back end"?

**Dan:** Okay, let's say we have this \$30 product -- that's your front end product. The back end product is what you sell them after they become your customers -- back end products and back end services. Now, the biggest mistake that most people make when they start a business is they start with one product, and then what happens is they start to market the business and

they get some sales. Then they realize that they need more sales! Then what happens is that they start panicking and searching for other products to sell to their customers. Do not make this mistake.

So what you want to do is have a back end in place before you even start marketing your front end product, because you want to save time and save money. Let me just take a product -- let's say you are an information marketer. You teach self-defense -- you teach martial arts. So your target market is people who are interested in martial arts and all that stuff. So that's a niche right there. Then, I want you to visualize an ice cream cone. It's what I call the funnel system.

So we start from the top, the level one product is, let's say, a free report, a level one product. The title is *How to Easily Drop Any Attacker In 10 Seconds with One Finger*, and it is a free product, so you are giving it away for free. So that's level one. Let's say level two could be a DVD, same title, *How to Easily Drop Any Attacker In 10 Seconds with One Finger* -- let's say you sell that for \$49 or something. That's level two. Then level three, let's say you're selling a home study course for \$797. And level four you can do a 3-day boot camp, \$2000 for the boot camp. And then level five could be a one-on-one training program with you -- \$3000. Different price points, as you can see. Level six, last level, could be, let's say, a 12-month program, you get a certificate, you get to be an instructor, all that stuff, let's say \$10,000. So, different price points, different back end products.

Now once you have these back end products in place, then your next step is to develop an effective sales message. I like to call it a sales pitch, because it is a sales pitch. So you want to come up with what's unique about this product, what are the benefits, all that stuff, then you do an ad, and you start marketing. You don't start marketing the level six stuff - you start with level one.

**Terry:** So you want to give away the free report first?

Dan: Yeah, you want to begin the relationship here. You want people to raise their hands -- who is interested in dropping any attackers within 10 seconds with one finger? Who is interested in that? They raise their hand, they ask for the free report. Now, what you do next is to start marketing level number one, level number two, level number three, level number four, level number five products to them, one by one. So start with little things -- a free report, or it could be a book, or whatever. So what you want to do is you want to get them into your funnel system, and then your objective is to keep on upgrading them to level number 2, 3, 4, 5, and 6. Now, to me, this is one of the safest ways to start a business. Here's why -- because you have all this back end in place, you don't need as many prospects to make a nice profit, a nice income.

**Terry:** Because you're selling the same people over and over again?

**Dan:** If you're only selling a \$30 item, to make a \$1 million, you have to sell a lot of stuff, a lot of copies. But if you have \$10,000, you have \$3000, \$5000, \$300, it adds up very quickly. So, have a series of back end products in place, create a funnel system, develop a strong sales pitch and just focus on getting as many people as possible to buy the level one product. So that would be the safest way to start a business.

**Terry:** So, on an average business, how many products would you have lined up as back end products? We got up to 6 in the example we just did now -- would that be typical for a normal business?

**Dan:** It really depends on the product nature and the industry. It's not so much how many products, Terry, it's more like different price points. You want to have different price points. I mean, I know some businesses that are very successful -- they just sell a \$20 item, but they have 100 of them, so they can keep selling the stuff. A lot of the health industry, the information marketing, they sell you a report, "How to Live Younger," they sell you another report, "How to Look Younger," and then they sell you another report, right? So, you can do that, but it really depends. But you want to have at least a few to get started.

**Terry:** But it's the same basic concept where you have one customer that you sell to repeatedly.

**Dan:** Repeatedly. Because why? I think you know it, Terry. Because it costs much more to get a new customer than reselling to an existing customer. It costs 5 times as much.

**Terry:** That's seriously significant. So, if I have a business already, then, if I have a product I'm selling regularly -- maybe I have one or two back end products -- where would I go from here, using the Quick Turn Marketing tactics and strategies? Where would I go?

**Dan:** Damn, Terry, you want to suck my brain dry!

**Terry:** You should feel exhausted by the time we're done!

**Dan:** I'm just kidding! Okay, maybe 3 or 4 [inaudible 44:56]. What happens is, there are 6 or 7 of what I like to call [inaudible 45:08]. I use them all the time when I consult with a client. The truth is, to our listeners, you don't need to know a million strategies. I know about 20 to 30 of them, and I use them all the time, because they work just almost for any business in any industry. I'll share a couple of them with you. Tactic number one, we just touched on it -- make offers to existing customers more often. I've never seen a customer list that is over mailed. Your customers want to hear from you! So, if you approach them properly, with good honest offers, you can contact them. Some people just contact their customers once a year -- it just amazes me.



**Terry:** So if you have six back end products, it'll take you six years!

**Dan:** Yeah -- you should contact them at least once a month. And even the same product, you want to maybe have a 3-step mailing sequence to sell the same product. Maybe the first time they get your sales pitch, eh, it's kinda good but put it away, next time, oh, okay, maybe the timing is not right, but the third time, you get them.

**Terry:** So you would send the exact same piece three times?

**Dan:** You can have this exact same piece, or the second piece can be what I call the [inaudible 46:35].

**Terry:** A what?

**Dan:** Basically saying, "Well, Terry, in case you didn't get the letter, here's the offer again."

**Terry:** So you repeat the same offer.

**Dan:** And then the third letter, you could have the same letter, you just have the cover letters different. Then the third letter could be, "Terry, I'm puzzled, I still haven't heard from you. This is the greatest thing since sliced bread -- what's happening? Are you still alive? But if you take action right now, I will throw in these additional bonuses, but you have to act before the

deadline." You see what I mean? So, make offers to existing customers more often.

Tactic number two would be include powerful letters with your brochures, if you have brochures. If you have sent a brochure to a prospect without a sales letter, as lot of people have....seriously, if you're going to only mail one thing, forget a brochure. Send a powerful sales letter instead. When you open your mailbox and you get a brochure, it goes straight to your trash can. But if you get a letter, maybe a handwritten, hand-addressed envelope, you open it and you read it. People like letters, it's just human nature. So if you use brochures, just add a personal letter from you -- opening your brochure with a signature will increase your sales. So that's tactic number two. Tactic number three would be offer free gifts and bonuses. I've never sold anything that didn't sell better after offering some free bonuses and gifts. We're all greedy -- let's face it. We all want a good deal. And free, F-R-E-E, is the most powerful word in the English language.

**Terry:** Does it start, then, right from the very, very beginning? Even if you're offering a \$10 e-book, do you still add a free bonus?

**Dan:** Absolutely! What I like to do is I want to build up the value to about 5 to 10 times the cost of the investment. So, if you're selling someone for \$10, if you can build up the value to \$50, you'll definitely make your sales products much easier.

**Terry:** Then it almost becomes a no-brainer for people.

**Dan:** Yeah! I mean, recently, I just purchased a home-study marketing course from a marketer, and you know, Terry, I get all these marketing pieces all the time, and I have more marketing books than I can study, right? But I get this marketing piece from this particular marketer and it's a good piece -- it's one hell of a piece! I look at it -- okay, it's kinda good, I'm intrigued, but okay, if you order right now you get this bonus and this bonus and this bonus. Now the package is only \$300, but I get about \$3000 worth of stuff. And guess what I do next? Fax in the order form!

**Terry:** Exactly -- out comes the credit card.

**Dan:** Yeah, out comes my credit card, right? I'm a marketer myself, but I fall for this kind of stuff.

**Terry:** So what really clinched the whole deal was not necessarily the actual product, but the fact that you're getting so much value and so much extra added bits and bytes that it puts you just right over the limit -- Okay, so I've got to have it simply because I get all this free stuff.

**Dan:** And let me ask you, Terry -- do you care if your customer buys from you if they buy based on the bonus or because of the main product?

**Terry:** No, of course not.

**Dan:** A sale is just a sale. If they want the bonuses, go ahead! Just give me your credit card number -- whatever you want. And people buy different things for different reasons. Going back to the example - the reason I bought the package is because one of the bonuses is a swipe file. It's about a 200-page thick swipe file the marketer has used. That's the only thing I want.

**Terry:** And that's one of the bonuses.

**Dan:** Yeah, I just want to get the bonuses.

**Terry:** So you actually buy a product that you don't even actually anticipate you're going to use, but you got it because of the bonuses.

**Dan:** I just want the bonus. And that guy is so smart -- he's saying you can only get the bonuses from this particular offer. So you cannot buy separately, and you cannot buy in the future. You have to buy with this particular offer.

**Terry:** So it's very much a time-limited, do it now or don't do it at all.

**Dan:** Yeah. I doubt it is-- it's more like a marketing strategy. But I fell for it!

**Terry:** Yeah, but there's always that uncertainty, because it's possible that person is telling the truth.

**Dan:** Yeah -- a sense of urgency. You have to have a sense of urgency in your sales pitch. Because people procrastinate --- we all procrastinate. You have to have something to entice them. Here's what our listeners should do: look at your marketing piece. Look at it and say, does it answer the question: what's in it for me? Does it answer the question: what's new? Does it answer the question: why are you bugging me? Does it answer the question: why should I act right now? And last question is: why should I even believe what you say? If your marketing piece handles all these objections, then you've got a pretty good piece there.

**Terry:** Beautiful. So you've got a very solid piece of marketing that you're putting out. What's another strategy? We're still on the line of 'I have a business that I've already established'.

**Dan** We're on number four, I believe. Use testimonials in your promotions.

**Terry:** Right in your sales letter and everything?

Dan: Right in your sales letters and everything. What other people say about you is infinitely more powerful than you can say about yourself.

**Terry:** How detailed do you get? I've seen some testimonials that are just a first name and a city type thing, or do you actually say Terry Telford, Askim, Norway, phone number...

**Dan:** Great question, Terry. You want to get as detailed as possible, and here's why. If you only have a testimonial with just their initials, T.T., that's it. Your prospect might be thinking, "Well this guy just made it up. This guy just made up a testimonial." But if you have a full name, a company name or even the address, even the e-mail, even the website, you see the difference? It's a huge difference. So you want to have as much detail as possible, and I always tell people: you can never have too many testimonials. Let me give you an example. I think recently I stumbled across a website, they're selling weight-loss products and stuff -- how to lose weight, how to look good, that kind of stuff. Now, this particular website they show you before and after pictures. You might be thinking, well...you look at it, you don't believe it if they only have one or two. You don't believe it if they have ten. Now, if they have 125 -- it's pretty damn hard not to believe that!

**Terry:** So the more testimonials you have, the more credibility about it you have.

**Dan:** Yeah, now on a website, you don't have to show it all on one page. There's a marketer, a very famous internet marketer, Marlon Sanders. He's selling an e-book called Amazing Formula. Now, what Marlon did is, he showed about 10 testimonials on his website. But he has an additional 100 pages of testimonials that you can click if you want to read it. Nobody will read the 100 pages of testimonial, at least I won't! But you look at it --this guy's got 100 pages of testimonials for his e-book. It's got to be good! It *is* a

good book -- it's a great book. But you know what I mean? So, testimonials -  
- just use it. Some people don't even collect them, it's ridiculous!

**Terry:** How would you go about collecting them?

**Dan:** Ah, good question! Here's what you do: whenever you go the extra mile, whenever you've just performed your products and services or whatever, just ask them. I'll give you an example. Say someone sends me an e-mail that says, "Well, Dan, I enjoy your newsletter, I enjoy your products, I enjoy your stuff, blah blah blah," and I just say, "Well, thank you -- do you mind writing me a testimonial, so that I can put this on my website?" And very often, they say, "Sure!" Because they're happy at that moment. You want to get them while they're hot. If I go back and ask them in 3 or 4 months, they're not as eager -- they're not as hot. You want to get them when you go the extra mile, or you when you just made a sale, then ask for the testimonial. And you want your testimonial to be specific, by the way. Instead of saying, "Terry is a great guy," you know what I mean? "Using Terry's technique and the benefits of his membership, I have made \$5931.32 in 27 days."

**Terry:** Right -- very specific, very detailed.

**Dan:** Very specific. So, using testimonials, that's tactic number four. Tactic number five would be offering a money-back guarantee. Now, if currently you don't have a money-back guarantee for your product or services, I urge

you to test this. I almost guarantee you will find your sales will dramatically increase. The biggest problem is that people are very skeptical nowadays. They've all been burned so many times. For example, I have a package, it's called Million Dollar Copywriting Secrets. For that particular package, I offer a one-year money-back guarantee, plus \$100 out of my pocket guarantee. That means they can order the package and take one year -- not 30 days, not 60 days, but one year -- to decide if they want to keep it. If they don't like it, if they don't think it's worth at least 10 times what they paid, I'll personally refund their money, plus I'll pay them \$100 dollars out of *my* pocket just to say thank you giving it a try.

Now, that tells you a lot about how much confidence I have in what I sell, right? So the question for our listeners is, how much confidence do you have in what you sell? Can you offer a 30-day money back guarantee? Can you offer a 90-day money-back guarantee? How about a lifetime money-back guarantee? Now, all these guarantees, they better be unconditional. Forget about those conditional guarantees -- that's crap. Unconditional, 90-day, or even maybe a better-than-risk-free guarantee, so if they don't like it they can refund it and they can still keep the bonuses, that kind of stuff. Now, I know you might be thinking, or our listeners might be thinking --Well, Dan, what if people take advantage of me and rip me off?

**Terry:** That was my next question -- what percentage of people do you actually get taking you up on the offer, saying, you know, I want my \$100?



**Dan:** So far, I've never had any.

**Terry:** And how many packages have you sold?

**Dan:** I've sold so far about 80 of them. But you know what? You know why there aren't any refunds? Because when they get the package, I throw in a couple of other secret bonuses, just to surprise the heck out of them.

**Terry:** So they don't actually know they're going to get it before they get the package?

**Dan:** No. When they get the package -- I mean, it's a huge box. It's like 19 tapes and 2 huge binders, a big box, right? So when they open the box, it's like "Ooooooh! Christmas! I like it!" So it's a big package -- you're getting a ton of stuff. But, when they just dig through their package -- "Oh, I get this too and I get this and I get this," and then they get a letter from me -- "Here's all your surprise bonuses!"

**Terry:** So it's a very serious over-delivering.

**Dan:** Way over-delivering.

**Terry:** So it's basically, there would be almost no way, unless someone just wanted to take advantage of you and get \$100.

**Dan:** And you know what? I know it will happen, but so what? Let's say I'm selling an item for \$50, and I offer a money-back guarantee. Let's say because of the money-back guarantee, 100 additional people order from me. So, 100 orders times \$50, \$5000. Now, let's say 5 people refund my stuff, and I lose \$250. Now, would you spend an additional \$250 to get \$5000 dollars extra in sales?

**Terry:** Again, another no-brainer.

**Dan:** It's all math. I sell 80 packages, and the package, because I sell it for \$797, it's a high-end package. If I only offered a 90-day money back guarantee I doubt many people would buy from me, seriously. With 90 days, people are kind of like, "I don't know, 90 days...is this good? It's \$800," right? But this guy's saying, even in my sales copy I say, even if you refund it, if you send it back to me on the 364<sup>th</sup> day, I'll still refund your money.

**Terry:** So the guarantee is actually the clincher that's really pulling in the sales.

**Dan:** Yeah! And if you read the sales letter, you'll see there's about 10 paragraphs on the guarantee.

**Terry:** Just on the guarantee?

**Dan:** Just on the guarantee. You want to really elaborate on it. Like I said, you want to be very specific. Do not say "satisfaction guaranteed" -- whenever I hear that I just want to choke the guy. What the heck is satisfaction guaranteed? It's so vague! How do I know I'm satisfied? But if you say "\$5000 in your pocket within 90 days or you can refund the package" -- you want to be very specific. Or, maybe you can promise, if you say on your website teaching people how to start an internet business, or something like that, you can show them, you can say, okay, here's the guarantee. I guarantee that within 30 days you get your website, you'll get you merchant account, up and running step-by-step, we do it all for you -- if not, I'll give you your money back. You want to be specific -- elaborate on it, expand on it.

**Terry:** Now personally, I've never seen a 10-paragraph guarantee. Can you give us the website address so that we can actually see all that you've put into that guarantee?

**Dan:** It's <http://www.greatestcopywriters.com>.

**Terry:** Okay, super! And that's where we'll see your 10-paragraph guarantee?

**Dan:** Even if they're not buying anything, just go there and look at the copy. It's one hell of a copy.

**Terry:** So then we add that to our own personal swipe file.

**Dan:** Yeah! Print it up, go ahead!

**Terry:** Beautiful.

**Dan:** You want one more?

**Terry:** Yes, please!

**Dan:** I'll give you a quick one. Raise your price -- just raise your price. Most people tend to wait too long to raise their price. When I first started writing sales letters and ads for people, I charged at that time, I think, \$2000 per sales letter, which is very low. And what happened is another copywriting friend of mine said "Dan, you're charging too low. You have to double your price." I doubled my price to \$4000 per letter. Didn't affect a thing -- didn't affect anything!

**Terry:** Except your income.

**Dan:** Except my income! Guess what happened to my margin? I just increased my profits by 50%. I didn't get any new customers, didn't do anything - I mean nothing! Just double the price, especially in a service business. What entitles you to raise the price is that you provide value. Let's say I write you a letter, Terry, and you pay me \$2000 or \$4000 or whatever. The letter makes you \$250,000. Do you really care if you pay me \$2000 or

\$4000? What's the difference, right? Some clients even tell me, I've been waiting for you to raise the price! I think you should raise the price!

**Terry:** "Well, you should have told me that sooner," you could tell them!

**Dan:** Yeah, so, just raise the price. The bottom line is, test it -- see what happens. Let's say you're getting 100 sales a month, if you raise your price, you get less sales, and more profit. Do the math. At the end of the day, if you make more money...it's not quantity -- it's all numbers, it's how much money you make.

**Terry:** So if you're doing less work and making more money, that's **[inaudible17:45]**.

**Dan:** Yeah, if can you sell less packages and make more money, go ahead.

**Terry:** Now, that's kinda neat, because you've kind of touched on something now. We've talked about your Quick Turn Marketing website. Now you've also mentioned Great Copywriters website. Have you developed multiple streams of income, then?

**Dan:** Absolutely. It's funny you ask, Terry. Very often when I consult with a client, I'll ask, "What do you do currently to market your company?" And they'll say stuff like, "Oh, Dan, we are running this full-page ad in the

newspaper, or we are doing this wonderful direct-mail campaign, or we're doing a lot of broadcast faxes." I mean, years ago, we would see a lot of faxing, because faxing become illegal in the States. It's still legal in Canada.

**Terry:** You cannot fax ads in the States anymore?

**Dan:** Yeah, you cannot fax there. It's like spam, right? You can't spam people. But Canada is still legal, my friend!

**Terry:** Oh well, there you go!

**Dan:** Still legal! I'm doing a fax campaign next week for one of my tip-of-the-month programs. So, faxing is a really good example. I know a lot of entrepreneurs in the States who really depended on faxing, and if that's the only marketing media that drives the business, well, when faxing became illegal, they could no longer market through that medium. They're screwed. So, multiple streams of revenues simply means you should develop multiple streams of revenue in your business and you should have multiple means of generating revenue. I'll say that again: you should develop multiple streams of revenue in your business, or you should have multiple means of generating revenue.

Now this second could mean you have multiple businesses. It could mean you have multiple mediums of generating business. It could also mean you have multiple products, as we talked about, in different price points. It could

also mean you have the same products but you sell it to different multiple niche markets. The key here is, don't put all your eggs in one basket, for internet marketers, for a lot of internet marketers who currently do their business primarily on the web. Think about it -- I think you've heard of the Spam Act, the [inaudible 20:34], the government started creating all these regulations for spam, e-mail -- it's getting tougher to market through e-mail. Now, if your business is 100% depending on e-mail, just [inaudible 20:54] what if one day the government just goes crazy and says, Oh, no more e-mail!. You cannot e-mail anymore, period. What the hell are you going to do?

**Terry:** Yeah, then your business is dead.

**Dan:** It is dead. That's why it's dangerous to only market through just one medium. You need to have a plan B. But if you're an internet marketer and you also get your list together, you capture the names plus the physical addresses. That's what I do. If anything happens to my computer, knock on wood, I'm still fine. I still have my customers with me.

**Terry:** You still have a method of contacting them.

**Dan:** I mean, take away everything I have and just leave me with my knowledge, experience, my customer base -- I can make it back within 90 days.

**Terry:** In 90 days?

**Dan:** In 90 days. You just give me my customers and my knowledge, that's all I need. My personal computer just crashed two months ago. And I lost all the data. It happens - it will happen at any time, you just don't know. It's like Murphy's Law. What's that law again?

**Terry:** Anything that can go wrong, will go wrong.

**Dan:** Yeah. Murphy will pay a visit to your business, trust me. You need a plan B. So, try to develop multiple streams of revenue in your business, and try to have multiple means of generating revenue.

**Terry:** So then, a good example of an internet business is exactly what you said: you could have physically just one product, but as long as you're marketing through e-mail, through joint ventures, through calling people, through faxing people, through sending postcards, that would be...

**Dan:** Good example -- let's say you're doing all this stuff, if anything screws up, knock on wood, you're still okay, because you have 5 or 6 ways of generating business. If you only use, let's say, postcard marketing, if anything happens, **[inaudible 23:23]**, that's why you need to do everything. In fact, so far, personally, what I've found is the best way to generate traffic for a website is to do offline marketing, not online marketing.



**Terry:** Oh really? And which method of offline marketing are you using?

**Dan:** Oh, that's really my secret here! Okay! I don't know if I can reveal that...oh, what the heck! I'll reveal it! For websites and stuff, a lot of people do search engines. A lot of my friends, they spend a ton of time on search engines. They try to get a top ranking and stuff. Now, don't get me wrong -- I do all that stuff myself. All that online stuff that everybody does, I do it. But what I also do is I speak at different associations to promote my services and my stuff.

Speaking -- guess what, let's say you're going to speak to 100 people? These are all qualified prospects, right? And guess what I'll do? I don't just speak and go home -- no, no, no! I don't do that! I speak, and most often what I do is I give them a free gift. But guess what -- sometimes I give them a free trial offer of one of my tip-of-the-month programs with the talk. So what I do is, I say, I'll give you three months for free. Guess what? They have to give me their name, e-mail and address! That's 100 qualified prospects right there. How long would it take you to generate 100 qualified prospects on the internet? Unless you're one of the big gurus, it's tough. So there's speaking.

I'm also testing running ads in magazines. I can't reveal which magazines because I don't want our listeners to compete with me, but I'm testing

magazines. I'm doing, like I said, broadcast faxes, still legal in Canada, so you might as well do them.

**Terry:** Until it gets shut down too.

**Dan:** Yeah, before it gets shut down too, and the cost is very little. I also do a little bit of direct mail, and I also do a lot of joint ventures offline. Not online joint ventures, offline joint ventures -- they do direct mail for one of my products and then plump my website as well. So, you need to think outside the box. Think of it this way --the more ways you have to generate traffic for your website, the better. You get 5 here, you get 10 there, you get 50 here, and it adds up very quickly. So that's the secret!

**Terry:** Now the secret's out!

**Dan:** Out! I'm exposed!

**Terry:** You're exposed! Now everybody's going to do what you're doing. You just mentioned something there about magazine ads. How do you go about creating an effective magazine ad, because there are so many magazines, there are so many ads in each magazine, how do you make yours stand out?

**Dan:** For magazine ads, what I'll do is -- no, let's turn the question around. Let me ask you, Terry, do you read magazines?

**Terry:** Yep.

**Dan:** What's your hobby? What kind of magazines do you read?

**Terry:** I like...

**Dan:** Don't tell me Playboy, okay?

**Terry:** Okay, I don't read magazines now! No, I'm actually very much into computers, online business and marketing.

**Dan:** Okay, so business opportunity magazines, computer magazines and that kind of stuff. Okay, when you buy a magazine, what do you read?

**Terry:** I'll usually look through the headlines, and if the headlines are interesting on the front cover, then I'll buy the magazine.

**Dan:** And then you buy the magazine, and when you read it, what kind of stuff do you read? Articles, right?

**Terry:** Yeah.

**Dan:** Articles. Do you sometimes look for ads and stuff?

**Terry:** Because I'm in marketing, if something catches my eye, then I'll read it.

**Dan:** Okay, good. But most people, they mainly buy the magazines because of the articles. Now, so when you create an ad, guess what you want to do? Make it look like an article.

**Terry:** I was going to say that!

**Dan:** Yeah -- editorial works. That's why I say don't use fancy graphics and colorful pictures -- no! But some magazines have regulations and rules, but make it as close as you can. Use the same font, same size font, everything the same. Pretty much you want to confuse the readers. This is one of the articles. The magazine is endorsing this stuff. The magazine is writing a rave review about this guy or this product or this service. And at the end, you have your little plug -- you have a coupon, you can ask them to call you or go to your website, whatever. That's who you want to do it. Make it look like an article.

**Terry:** When you do it then, you don't actually do it like a typical sales letter, where you're trying to sell them. You do it almost as an objective-type article and then at the end...

**Dan:** What I've found is that unless you're selling a very low-ticket item, like a book for \$10, \$20 and stuff, then you can try to make up the rest in sales, like a full page or half a page ad, but magazines themselves, the most effective way to use them is to generate leads. So you have a free report or something like that.

**Terry:** So you don't physically try and sell an \$800 product in an ad?

**Dan:** These people, they don't know you, they don't know who you are and stuff. I use this analogy, and forgive me for being so graphic here: you ask a girl for a date, it's like you want to have sex on the first date. You might get away with it. But it's easier if you just get her to kiss a little bit, hug her a little bit, buy her dinner, buy her flowers and after 5-10 dates, then you can ask her or whatever. You don't want to just jump on them! It's exactly what most people do!

**Terry:** They're putting the cart before the horse.

**Dan:** You're expecting people to read your ad, your ad catches their attention, gets them all motivated and excited, and they pick up the phone and call you and give you money, through one step. That's tough! But if you do it the other way, just get them -- hey, I have this free report, and if you're interested, call this 24-hour recorded message and we'll send it to you for free.

**Terry:** So all you're looking for is for people to raise their hand and say, Yes, I'm interested.

**Dan:** I'm interested, and then you can keep marketing them.

**Terry:** And then you sell them after.

**Dan:** Exactly. By the way, one more tip for our listeners -- if you're going to give a phone number, people don't like to call salespeople. So if you can offer a 24-hour recorded message...

**Terry:** So it's very non-threatening.

**Dan:** Yeah, so they don't feel like "I'm gonna call and gonna get a pitch, and ehhhh." People don't like that. But if they know they can call and get a recorded message, leave their address....take it slow! Be a little romantic, my friend. Take it slow and get their address, sending them stuff, and send them offers.

**Terry:** So you start with the flowers first.

**Dan:** Start with the flowers.

**Terry:** Beautiful. So what would you say then the majority of your ads...you've said you're not a creative person. The majority of your ads and your sales copy -- does it come from your swipe files or where does it come from?

**Dan:** Now, what I do is a little different, and I won't recommend what I do for listeners, because I've been doing this for so long. I kind of have a swipe file in my own head. To answer your question, I would say, sometimes I create from scratch, sometimes it's an industry that I have already written

for. I'll just dig through my swipe files and see what I have in storage, but that's me. Most of our listeners, they are not professional copywriters. I don't recommend them to be professional copywriters, because I can tell you, it's tough as hell to be a professional copywriter. It's one of the highest-paid professions in the world, but it's also one of the toughest. It's like public speaking.

**Terry:** There's a reason why you're paid so well.

**Dan:** Yeah, because it's tough. Most people, they would rather die than speak in front of an audience. Terry, for our listeners, they don't have to be that good. They don't have to be as good as I am, they don't have to be as good as other good copywriters. What happens, for most people they just have to be a little bit better. I'm talking about a little bit better, because 99% of the advertisement in the industry sucks. There's no benefits, no headlines, nothing! Just the logo and company and all that crap!

**Terry:** Everybody's doing it.

**Dan:** There's a saying -- in the kingdom of the blind, the man with one eye is king. And that's the truth. You don't have to be creating world-class copy -- you don't need to. Just create average copy. Even if you have a copy -- most people don't even have copy. Just average copy, and they'll do extremely well. And so, I would highly recommend them to create, to build, like I said, a swipe file. Buy stuff from the mail, get on the mailing lists, just

get on the mailing lists. And even buy a bunch of magazines -- all the magazines, Entrepreneur, all the magazines that have a lot of direct response ads. They have a lot of free report offers, what we just talked about, right? Respond to all of them, because of a lot of them are free, sometimes they ask you pay the stamps, whatever. Pay them! Two bucks, three bucks, whatever. You'll get a bunch of stuff.

**Terry:** And then develop a swipe file.

**Dan:** Yeah, the swipe file, and what our listeners want to do is whenever they want to create an ad or whatever, let's say they're selling to the weight loss industry, but they can take ads from body building or other industries, tweak it a bit, take the concept, just take the concept, tweak it a bit and just apply it.

**Terry:** So you apply a concept from another industry to bring yourself to light? Now when you do that, for example, if you were going to take a body building direct piece or a body-building ad, we convert it into a weight-loss ad, then we need to test it and see if it works in our industry, in the weight-loss industry.

**Dan:** Absolutely.



**Terry:** Once we run that out, we get some decent response, what would be the first thing that you would change or try to test, because when you're testing you only change one thing at a time, right?

**Dan:** Yes, correct.

**Terry:** If you can give us just a list...the first, second, third thing you'd test.

**Dan:** Okay. That's a good question, because a lot of marketers...I mean, you've read some e-books right? They all tell you, "You must test!" You must test, right? But what the hell are you supposed to test? And in what order? So I would say the first thing you want to test, I would say is the mailing list, or the e-mailing list. For a magazine it would be publication, right?

**Terry:** What do you mean?

**Dan:** If you're testing, if you're mailing to this group of people, the first thing you want to test is try mailing to a different group of people. You want to ask yourself, are you selling to a group of prospects, or suspects? Now, there's a huge difference between the two. Suspects are people who you *think* want stuff. Prospects are people who *actually* want the stuff, *and* who've got the money to pay for them, *now!* So you've got to do your homework, you've got to talk to them, and get to know your prospects. So

that's the first thing I would test -- the mailing list or the e-mailing list if you're doing internet marketing.

**Terry:** Okay, so we take one ad, we send it out to a weight-loss e-zine....

**Dan:** Yeah, another e-zine...

**Terry:** To a weight-loss e-zine, but a different one.

**Dan:** Okay, that's the first thing. The second thing you should test is your envelope, for direct mail. For internet it would be your subject line, the subject line of the e-mail. It's all the same concept -- are you getting people to open your mail or open your e-mail? For direct mail, you can test the plain envelope versus teaser copy. Only after you test the list, after the envelope, then I would test the copy. Now, here's why: It doesn't matter how good your copy is - if you're mailing to the wrong people or prospects, if they're not reading them, what's the point of tweaking the sales pitch? It doesn't help at all. Even a world-class copy mailing to the wrong people won't get any response. Average copy mailed to good prospects would get some response. Get the idea?

**Terry:** And then average copy will just blow you away.

**Dan:** Exactly. So, next I would test the offer. Can you make the offer more irresistible? Can you add some bonuses to it? Can you offer a stronger guarantee? So I'd tweak the offer. Now we're talking about all this stuff, before you change a single word in the copy. So, mailing, envelope and subject line. And then you test the offer -- then, only then, after you tested those three -- then you test the headline. Then you change the headline -- try different combinations. The next thing you test is your opening paragraph -- the first paragraph.

**Terry:** Okay, so you start into the copy then at that point.

**Dan:** Yeah -- so, your paragraph, and then your order form. You won't believe how many people are looking at your order form, but if your order form sucks, if it's not compelling enough, they'll go, "Ehh...I'll order later, I'm not going to buy."

**Terry:** So what kind of things can I put on an order form that's really going to clinch it?

**Dan:** The most powerful elements from your copy. So what I'll do is basically your headline promise -- take the self-defense example, *How to Drop Any Attacker in 10 Seconds With One Finger*. So the order will just restate that -- "Yes, Terry, I want to discover the secrets on how to drop any attacker in 10 seconds with one finger."

**Terry:** Okay, so a real quick summary of everything you just told them in your sales letter.

**Dan:** Yeah, a quick summary -- all the bonuses, all the guarantees. And you want to talk to them -- you want to make the order form like they are talking to themselves. So -- "Yes, I want this, Oh, by the way because of your guarantee, it makes me feel really safe to order." -- that kind of stuff.

**Terry:** So it's almost like you're in their head.

**Dan:** Big time! It's like they're talking to themselves! "Plus, because I'm ordering right now, I know I will get these bonuses and blah blah blah, thank you very much, I'm clicking the order button now." You want to give direct commands. You don't want to be wishy-washy. You want to give direct commands.

**Terry:** But you're giving direct commands as if it's actually them talking to themselves. You're not saying "Push the order button now."

**Dan:** Big time. But you do that on the order form. So you test the order form. Then you can test your P.S., then you can test your prize, then you can test other stuff -- headlines, bullets and all that stuff. But you know what? I would say test the big components first -- the mailing list, the envelope, the offer, the headline, before getting to the small stuff. Because if your copy basically works, it's pulling some sales. Like I said, Quick Turn Marketing is

about doing the least, and achieving the most. I like the lazy way to do things.

**Terry:** It gives you more time to surf.

**Dan:** Big time. So, just tweak the little stuff. I mean, if your copy works, if you have good copy, it's pulling some sales. If you mail to a different group of prospects who are more qualified, you'll get a lot more sales, without changing a word. Because tweaking copy is hard work.

**Terry:** Yeah, especially knowing where to start. That's where a lot of people, myself included, my immediate reaction is well, I start testing the headline, but obviously I've started in the wrong spot. I'm kind of almost halfway down the list so far.

**Dan:** I apologize for this, Terry, it's my fire alarm.

**Terry:** What's that?

**Dan:** My fire alarm is going off. But that's fine.

**Terry:** Well , you should maybe go check around!

**Dan:** Oh, no, it's fine, it's always a false alarm. But take this section out! You see, my house is on fire, I'm still talking to you!

**Terry:** This guy is dedicated! His house is on fire, it's burning down around him....

**Dan:** And his butt is on fire now!

**Terry:** Should you go press a button or something?

**Dan:** No, it's the whole building.

**Terry:** Okay.

**Dan:** Anyway, where were we? So test the big stuff, then the small stuff.

**Terry:** So, if you don't mind, I'm going to put you on the spot for a second.

**Dan:** Okay.

**Terry:** We've gone through a whole list of things that should be tested. Can you go to <http://www.thebusinessprofessional.com...>

**Dan:** Let me go there right now....let's see...I'm there!

**Terry:** If you can give me a list of things -- now that's the site that I've created -- what's wrong with it?

**Dan:** Okay, let me check.

**Terry:** Or what should I change? It's in the process of being tested.

**Dan:** Tested, okay.

**Terry:** A lot of different things.

**Dan:** And, how many visitors are you getting?

**Terry:** We've had, since May 15 when I launched the site we've had...

**Dan:** Okay, what's your conversion rate? Out of how many people, how many buy from you?

**Terry:** Well, it's less than 1% right now, actually.

**Dan:** Less than 1%. Okay. You know, the funny thing, on the internet, 1% is pretty good. It's actually pretty good.

**Terry:** Okay, well [inaudible 44:06]

**Dan:** Yeah, okay, that tells me a lot of stuff. So, first of all, Terry, sorry to hurt your feelings but this copy sucks! It stinks! It's horrible!

**Terry:** Okay! Let's start from the beginning then!

**Dan:** Okay, let's start at the beginning! "Succeed online, following in the footsteps of the masters"...first of all, the headline -- what's in it for me? You need to answer the question -- what's in it for me? To succeed online is

too big. "Discover the amazing secrets of the smartest and savviest internet marketers in the world" - something, you know. Here's the thing: people don't want to work. People don't like to learn, people don't want to work. People want a magic pill. So you want to provide the magic solution. You don't want to ask them to work and all that stuff, so the headlines definitely need to be changed. And the header, the header's alright. Maybe you can use something a little bit more fancy - cash, more visual...

Terry: So really kind of pump up the excitement side of it, not kind of...

**Dan:** People buy because of emotion, and they justify the purchase with logic. You've got to remember that. So, emotion, big time. You've got to pump it up. I'm not talking about hype -- I'm talking about excitement. You need to be dramatic, you need to have the big promise. You know, there's a saying in business: under promise and over deliver, right? I mean, that is totally out of date. Nowadays if you under promise, nobody's going to buy from you! You need to over promise and over deliver. You need to make a big giant promise. Ask yourself this question: what is the biggest promise you can make? What is the biggest, biggest, absolute boldest, biggest promise you can make?

Let's see...I like your picture, though. Why? Because it builds credibility -- they look at your picture, you're smiling, warm and fuzzy, that kind of stuff, so that's good. Signature's good. So, the headline needs to be tweaked.



Maybe the picture could be a little bit smaller. It's way too big. Your opening paragraph -- now, in the first paragraph here you're trying to make the sale. You tell them what they're going to get: "I'm not going to give you the rah-rah stuff, I'm going to give you the facts." What you should do is you want to talk about the benefits. And one of the best ways, one of my favorite ways to open that first paragraph is: if, then, if, then. So, to give you an example -- "If you would like to discover how you can make a full-time income on the internet in your underwear, blah blah blah, then this will be the most important message you'll ever read" -- something like that. Suck them in!

**Terry:** Again, dramatic but not hype-ish.

**Dan:** Not hype-ish...not hype-ish. Because you know what? There's too much hype on the internet, that's the problem. Now, here's the difference: in direct mail, you can hype it up. But on the internet, there's too much hype. There's way too much hype.

**Terry:** Then I've gone the other direction, because that's what I was concerned with -- I don't want to make it sound like it's too hype-ish, so I kind of played everything down and just kind of tried to keep it very low-key, but now I've done it too much.

**Dan:** You have to find a balance. You don't want to hype it up, but you want to talk about a lot of benefits, compelling benefits. So, the objective of

the first paragraph is to get them to read the second paragraph! And the objective of the second paragraph is?

**Terry:** To get them to read the third one.

**Dan:** You got it, just to suck them in.

**Terry:** See, I can learn!

**Dan:** There you go! You're getting there!

**Terry:** There you go!

**Dan:** So there's the first paragraph. Now, what I'm looking at is, I'm not getting enough information about exactly what I'm going to get. What benefits am I going to get? What am I paying for? Are you worrying that the copy is too long, or what?

**Terry:** Yeah, actually, that's pretty good, because I was actually trying to keep the copy fairly short, because personally I get bored with copy that goes on and on and on that's 30 pages long...

**Dan:** Ooooh! Terry, okay! Here's the mistake for you!

**Terry:** What is it?

**Dan:** You are not your customers! Look at it this way -- people always say, "I don't read long copy, nobody reads long copy." You won't -- but your prospects, your customers will!

**Terry:** But I don't like long copy when I'm a customer.

**Dan:** No, you are not your customer.

**Terry:** No, I mean like other websites where I could be a potential customer.

**Dan:** Think about it this way -- here's why. The rule of thumb is, from my experience: the more you tell, the more you sell. And here's why: people, before they give you money, especially on the internet, they want to know, "Who is this guy?" You need to build credibility. You need to capture their attention. You need to build up the value. You need to give them the benefits. Then you need to insert that sense of urgency to act right now, then you throw in bonuses. You can't do those in two or three paragraphs! You've got a lot of stuff there!

And here's why: copywriting is nothing more than salesmanship in print. Imagine this: I'm salesguy, I'm trying to sell my vacuum cleaners, I knock on your door, I say, "Terry," and I use one minute to pitch you: "Here's my vacuum cleaner, blah blah blah, buy it!" Or, if I vacuum your floor free, all your carpets for free, all that stuff, I take about half an hour to explain all the

benefits to you, the money-back guarantee, how great this machine is, give you all the facts -- it's much more likely you'll buy.

**Terry:** Yeah, that's true.

**Dan:** The more you tell, the more you sell. So, definitely more benefits, more bullets, **[inaudible 51:44]** what I get, benefits. What kind of features do you have?

**Terry:** So right now, you've got the biggest part of the website, the interviews.

**Dan:** Okay, so the interview itself is the feature. So you can talk about, "You get a weekly interview with the best marketers in the world," whatever, but that's a feature. What you want to do is, after the feature, you want to add a benefit.

**Terry:** So I mention the feature first, and then tell them the benefit?

**Dan:** Yeah, if you're going to use features. Personally, I like to just overwhelm them with benefits, but you talk about the features, and you tell them how you can use them, then you can talk about, "Well, then you listen to these interviews and pick up tricks and strategies so then you can apply them to your business and make more money," -- that's the benefit. Don't

assume they'll know the benefits -- they don't. You have to tell them. And I want to see a lot more compelling subheadlines.

**Terry:** [inaudible 52:59] some headlines as well.

**Dan:** "It worked for me, it'll work for you, now it's your turn, show me the money" ....it's not compelling enough.

**Terry:** What would you use instead?

**Dan:** First, I would need some sort of story. I want to know - who's Terry? I want to know some of your stories. I see your headline right beside your picture-- I see a little bit of your story. I want to know more, I want to know more about you -- who is this guy, what qualifies you to do this? These people are skeptical as hell, let's put it this way. You have to tell them everything. So tell them your story. Tell them a story they can relate to. That's what is really going to attract sales. Tell them a story -- I have been there, I bought all the e-books, I have tried this, still not generating sales, you know -- which is true, right? Which inspired you to develop this website to help other entrepreneurs, to give them really none of the bullshit, sugar-coated stuff, this is the facts, this is no-hype information. Tell them that kind of stuff. Then, obviously you want to have some kind of bonuses. Money back guarantee, okay. 30-day [inaudible 54:30], okay. I see the "satisfaction guaranteed" there, man! My gosh, oh no!

**Terry:** I couldn't change it before you got there!

**Dan:** Okay! You know what I mean. We've talked about it. So really elaborate on it. You really want to talk about and tell them all the benefits. That's why go to my website at <http://www.greatestcopywriters.com>, look at the guarantee. Expand on it, tell them. Bonuses....benefits.....

Now what you want, another trick is, you want to have a letter. What I use is: you want to somehow make this thing for free. You want to compare apples with oranges. You want to make it so they are paying pennies to get dollars. You can somehow compare, okay, "This month you can spend \$500 on e-books and \$3000 on internet seminars and all that stuff, but now you can just sit at your home, I bring you all the best stuff, you don't have to lift a finger, I bring you the best of the best, the most up-to-date knowledge, updated every month, so you can save all that money compared to the tens of thousands to spend, you only spend \$30-\$40 a month," that kind of stuff. You want to compare it. This is so that they can justify the purchase -- that's the logic part of it.

**Terry:** What do you think about -- this is something that we've been discussing, because I work with a couple of other people and we kind of bounce off ideas -- what do you think about having the first month free? Try the site, see what you think?

**Dan:** You can -- I would recommend that. Here's why: since this is a monthly continuity program, and it's back to the dating analogy. It's like you're asking them to get married. This is a monthly thing -- you're asking them to get married. It's tough, because I market a continuity program myself. I use a free trial as well. So you can definitely test that.

**Terry:** Okay, super.

**Dan:** But of course, make sure that you do your numbers. The great thing about the internet is that it doesn't really cost you anything to do it free or not free -- it doesn't matter, right? The cost is little, so you can afford to do it, plus when you do it, if you do the math, maybe 50% of the people stay, 40% of the people stay. You just have to know your numbers. But I say, go for it. Then the headline can talk about it -- right in the headline! "Okay, discover these secrets, blah blah blah," and say "Urgent Message! If you act within the next 3 days you'll get it for free!" Doesn't cost you a dime -- "I'm going to put my self on the line to prove to you this is really the best stuff there is."

**Terry:** So actually put part of the guarantee right in the headline?

**Dan:** Yeah! Tell them right up front -- what's in it for me?

**Terry:** Beautiful.

**Dan:** And the last thing I will say is -- the sense of urgency. Why should they act right now?

**Terry:** Which is non-existent at this point.

**Dan:** Yeah. If you are really daring, what I'll do is, I mean, there are other membership websites out there, right? Just compare yourself to them -- why you? Why should they pay you instead of someone else? And tell them, "I've done the research, I am the members of all these websites. And Website A, this is what you get, Website B, this is what you get, Website C, this is what you get, but with me, The Business Professional, you get this and this and this, and none of these sites have that, and for only this price." That's compelling.

**Terry:** Well, that's absolutely extraordinarily helpful, Dan.

**Dan:** The invoice is in the mail, by the way.

**Terry:** Already! You are very quick! I know the internet is immediate gratification, but holy smokes!

**Dan:** Yeah! I'll e-mail you my PayPal address!

**Terry:** Exactly, that's beautiful! I'll telepathically pay you! Well, I think what I'll do, Dan, so that the listeners can actually see the differences, I'm going to take and use absolutely everything you just told me. I'm going



to change everything on the website, and what I'll do is post it at <http://www.thebusinessprofessional.com/dansreview.html>, so they have the old version, and I'll have the old and new version comparison then.

**Dan:** I think I'll put it on my website, as well -- before and after example. That would be cool.

**Terry:** Sure, yeah! Super.

**Dan:** But yeah, do those, and testimonials, you have some testimonials, so that's good. What merchant account do you have right now?

**Terry:** On that one I'm using MyPaySystems.

**Dan:** Okay, good, I'm using that as well. Oh, I just overlooked some things. The order form, obviously you can treat the order form as well. Same thing what I just talked about -- this is the place you get them. You want it to be like a bulldog -- you want to get the bite and you don't want to let go.

**Terry:** So I'll do exactly what you said there.

**Dan:** You've got to make it really compelling. But just one more tip -- for our listeners and for you. There are two types of buyers: one type is what I call emotional buyers. I'm an emotional buyer -- I read the headline, I scan the copy, I look at the price, I like it, I buy it. That's it -- I don't read through all the copy, unless I want to study it. That's emotional buying. Analytical

buyers read every single word you write. They look at everything. They want to make sure they know absolutely exactly what they're getting. They are the kind of people who will read every single one of the testimonials. And they will click on the website to check to see if the testimonials are real.

**Terry:** Very detail-oriented

**Dan:** Yeah, that's the two types of buyers. So you want to appeal to both buyers, so here's what you do. You want click all the links throughout the copy. Because after you've done the other stuff I suggested, the copy will be pretty damn long -- maybe 6 or 7 pages. On my copywriting package my sales letter is 13 pages long. Thirteen pages long on a website -- that's pretty long!

**Terry:** That's a big one.

**Dan:** That's a big one, but that's a \$100 package. If it's an e-book I can make it 3 or 4 pages. So, you want to make it easy for the emotional buyers, so they don't have to read through the stuff -- they can just click "order". That's one thing. And, of course, for the ones who are more detail oriented, you can just let them read the stuff. Then if they really like it, they'll get to the end, and after they read the P.S., then they'll click the last link to order. That's what they'll do.

**Terry:** After they've checked everything out.

**Dan:** After they've checked everything out. So, you want to have links to other copy. Maybe get more testimonials -- you can never have too many testimonials. That's pretty much it.

**Terry:** Beautiful. Well, I'm going to put everything into action, and then I'll let you know the results, too.

**Dan:** It will be better, I'm sure!

**Terry:** It'll definitely be better.

**Dan:** I guarantee it!

**Terry:** Now that we've done my website, and we'll get everything on track there, just a couple of last points I kind of have on my mind. Now, you've been a part of a lot of successful businesses in one way or another, mostly on the marketing side. What do you feel is the best lesson that you've learned, and what makes you a real success?

**Dan:** If I had to name one secret that had the biggest impact in my life, it would be finding a mentor. Find someone who's been there, who's done that. I have quite a few mentors in my own life. I have a business mentor, I have marketing mentor, I have a copywriting mentor, and all these people, and what I suggest is, you want to find mentors who are a hell of a lot more successful than you are.

**Terry:** And who are your mentors?

**Dan:** For my business mentor, I have Mr. Dan Peña. Dan has built a company from scratch to \$400 million in 8 years -- really, extremely successful. I learned a lot of my business principles, and even success principles from him. For my marketing mentor, I like Gary Halbert's stuff, Jay Abraham. Also my copywriting mentor -- most of our listeners won't know him -- his name is Alan Jacques. He's not a guru, but he's a very, very good copywriter. He's a Canadian, by the way, and he owns a company in Vancouver which sells basically high-end seminars, like \$4000-\$5000 seminars, money-making stuff. But this guy, he has sold millions, I mean millions and millions of dollars worth of products and services. And what I learned from him -- he's tough on me, I'm telling you, Terry! The first time I wrote copy, he looked it, and guess what he did? He just tore it apart right in front of me, and threw it in the trashcan. He said, "This is garbage. Do it again." That's how he trained me, man.

**Terry:** Wow. That's trial by fire!

**Dan:** Yeah, I almost wanted to cry in front of him! I spend five days doing this and he just said, "Do it again." And the second time I went back, same thing happened. And then that happened over 5 times. And the last version of it, he said, "This is what the hell I'm talking about. This is good copy." And I'm like, okay. But yeah, he taught me a ton of stuff.

**Terry:** So did you work for him?

**Dan:** I worked for him for next to nothing, but I learned from him. The education I got from him was worth a ton of money. But he's semi-retired, he doesn't do much anymore. He just fishes all day in a rig boat. It's a huge library, it's a huge library. He loves [inaudible 7:10]. So, there's my copywriting mentor. So, I would recommend our listeners -- whenever I want to learn something new, I always find someone who is extremely good in that arena, and learn from him or her. There's a saying -- you have to do it by yourself, but you can't do it alone. Here's what I say to my clients: If you can get there by yourself, you would already be there.

**Terry:** Right, good point!

**Dan:** You would already be there. Constantly push the envelope, and you need a mentor to kind of make you do things that are uncomfortable -- someone who will push you out of your comfort zone. Keep learning, keep fighting, and surround yourself with people who are smarter than you -- that's critical. If you're the smartest person on your team, your company's in trouble. And share your wealth, and pay your people well.

**Terry:** Well, those are good words to live by. But I feel like I haven't drained your brain completely yet! Do you have the Dan Lok Rolodex, where we can say, okay, Dan goes here to get ideas for copy, and where do

you go on your normal daily business day, and get information that you use daily on a regular basis?

**Dan:** First of all, I would recommend our listeners to go to my website, <http://www.quickturnmarketing.com>, and you will see a list of my articles that I have written. You know, I have some subscribers who tell me I should charge for those articles, which I think I should -- I might! I just might do it.

**Terry:** So we'd better get there soon!

**Dan:** Yeah, if you read the articles -- you tell me, my listeners. It's good stuff. It's stuff that's worth a ton of money. The articles I write, they're not teasers, they don't tease you with a little bit of information -- I tell you the whole damn works!

**Terry:** This is the real goods.

**Dan:** Like I say, I don't just teach you to write headlines -- that's one of the articles I did, "How to Write Headlines". I give you 79 proven headlines you can steal. And I give you the step-by-step formula, what I just shared with you, of all the key elements of killer copy.

**Terry:** Oh, fantastic!

**Dan:** So you'll know: I need the headline, I need the benefits, I need the first paragraph, I need the bonuses, I need the closing. So you won't miss

anything. It's just a ton of stuff. And you know what? I crank out 2 or 3 articles a month, if I feel like it. Sometimes I don't feel like it! But if I feel like it, I have 2 or 3 articles a month. So there's great stuff there, if you go to that website. Check on my products, check on my services. If you ask me about any other products I recommend, frankly, get all the stuff you can, truly. I get all the stuff I can. And a lot of the websites, if you don't like it you can refund it anyway, but look at it his way. If you think education is expensive, try ignorance. I mean, ignorance is a hell of a lot more expensive. You buy e-books -- \$30, \$40, \$50, okay? If you only get one idea -- one lousy idea -- even \$100, \$200 -- it's yours forever! Why wouldn't you want to do it? It's amazing.

Here's quick story to end this -- one time I was at a bookstore in Canada -- Chapters -- and this guy, he was looking at the book *Think and Grow Rich*, by Napoleon Hill. And as he was looking at it, I mean, I was right beside him and looking at other marketing books myself, and he was just looking at it. I asked him, "Are you going to buy this thing?" And at that time, in Chapters, they only had the hardcover version. "Oh, I'm waiting for the paperback to come out." You know what I mean? I mean, for god's sake! You're wasting your life to save a few dollars?

**Terry:** Waiting for the paperback.

**Dan:** Waiting for the...what? In my mind, in my heart, I said, "Even if you read the book, you're not going to do anything anyway."

**Terry:** Well, if our listeners want to get in touch with you, how could they go about getting in touch with you?

**Dan:** Like I said, they can go to my website, or my e-mail is dan@dansrant.com. And my fax number is 604-583-4978. And I have to tell our listeners this, so, sometimes when they send me an e-mail or send me a fax, it might take me a couple of days to get back to them, but I get over 100 e-mails a day. And I'm on the phone constantly. So they have to be patient, e-mail it to me. Ask me questions -- I promise I will get back to you. I'm not like some gurus who, you send them e-mail, they never get back to you. I don't do that. High performance people don't do that. You want to talk to me, I will talk to you. So, send me an e-mail, send me a fax, I will get back to you, just be patient.

**Terry:** Beautiful. Well, thank you very much.

**Dan:** Thank you, Terry.

**Terry:** I'll just wrap it up by saying you've been listening to Dan Lok from Quick Turn Marketing.com, and Terry Telford from The Business Professional.com. Thanks for your time.



## Who Is This Dan Lok Guy?

Do you know the name Dan Lok? Probably not. But if you're a consumer, **don't be surprised** to find you've been "sold" by the **irresistible words** that he writes.

You see, Dan Lok is the World's First Quick-Turn Marketer, an unsurpassed success in the competitive world of buying and selling, with a proven track record of selling over **\$17.3 million dollars of merchandise and services!** His skills are so sharply honed that it wouldn't be surprising if he sold **ice to the Eskimos...** at a premium price!!!

If your travels on the Internet haven't brought you to his website before, you're really missing something. Dan's offering a treasure trove of priceless marketing knowledge and I suggest you take a look at: [www.QuickTurnMarketing.com](http://www.QuickTurnMarketing.com)

If Dan is "all that," perhaps you're wondering why you haven't heard of him before. The reason is simple: Dan keeps a low profile in an industry over-saturated with self-promoting, self-proclaimed "experts." Instead of feeding the "Dan Lok Publicity Machine," he's far too busy **helping his small business clients get rich.** Instead of devoting his time to his celebrity status, Dan is out in the trenches day in, day out, working for the little guys.

You know the expression "Those that can do and those that can't teach"? Forget it! Dan is out there "doing it" successfully every day. But in addition to his own professional success, this incredibly gifted "can do" guy likes to teach others to succeed. To date, **Dan's strategies have helped hundreds of small businesses, in 39 different industries.**

Dan's strategies and techniques produce dramatic results -- translation: enormous profits - - and his services are in extremely high demand. He often increases his clients' sales by **double, triple... even as much as 417%!**

Dan currently charges **\$15,000 for any campaign he creates, and \$897 for an Extreme Marketing Makeover™.** Even at that price, there's no shortage of clients eager to experience the "Lok Magic" -- he is often booked months in advance, despite the fact that he's never advertised his services.

In addition to his leadership role as one of the marketing world's most successful "practitioners," Dan is also the publisher and co-author of the **Million Dollar Copywriting Secrets of the World's Greatest Copywriters.** Find out more about it at: [www.GreatestCopywriters.com](http://www.GreatestCopywriters.com)

For serious copywriters, Dan's **Underground Sales Letters** (co-authored with marketing pro Ewen Chia) is a rich "strike," containing page after page of million-dollar content that can easily be "swiped" and transformed in the wink of an eye. See samples at:

[www.UndergroundSalesLetters.com](http://www.UndergroundSalesLetters.com)

Dan's fascination with the way people think led to his mind-bending ebook **Forbidden Psychological Tactics**. So powerful that many authorities say it should be banned, it's filled with insights into the way consumers think and loaded with ways to bend their minds to suit your will. Investigate for yourself at:

<http://www.ForbiddenPsychologicalTactic.com>

And Dan has also created a priceless, **one-of-a-kind** recorded series -- **Wizard Talk™**. It's a "Who's Who" of super-savvy marketing and business brilliance. You can check it out at: [www.WizardTalk.com](http://www.WizardTalk.com)

Dan's latest efforts are his most exciting yet. He's taken his best and most successful marketing programs and refined them again and again so that they're **easy to follow, and easy to put into practice**.

And he's combined it all into this **simple yet spectacular home study course!**

## Read What Other Famous Marketers & Entrepreneurs Have To Say About Dan



"Dan Lok is, without a doubt, **one of the most ingenious and innovative marketers I've ever come across...** and one of the few people whose advice I trust. Listen to what he has to say... THIS guy will help you make a Quantum Leap in your business."

-- Daniel S. Peña, Sr.  
Super Coach to the High Performance  
[www.danpena.com](http://www.danpena.com)  
Founder and Chairman of The Guthrie Group  
[www.theguthriegrup.co.uk](http://www.theguthriegrup.co.uk)

Note: Mr. Peña turned \$820 into a \$400 million market-valued energy company in 8 short years!



"Dan Lok is to copywriting and marketing what Tiger Woods is to golf, or Donald Trump is to Real Estate! I have never seen anyone write with such impact. He has an extraordinary way of capturing people's attention through the written word. Dan knows writing AND he knows marketing.

Most importantly, he is a man who can do exactly what he says he can do, do it exactly when he says he will - and do it with absolute integrity and honesty. If you want to Make It BIG in business, Dan Lok is your man. He has my highest recommendation."

-- Frank McKinney  
"The World's Premier Creator of Oceanfront Multi-Million Dollar Estate Homes"  
[www.frank-mckinney.com](http://www.frank-mckinney.com)  
Best-Selling Author, "Make It BIG!"



"Dan Lok is a lean, mean marketing machine!!! Half an hour consultation with Dan today has absolutely exploded my marketing paradigm! My business is now turbo-charged for success. Thank you Dan, the ideas that you shared with me today regarding marketing and copywriting have totally reset my thinking. I would venture to say a 300% increase in my business in the next 4-6 months is within reach and possibly downright conservative. Thanks Dan, you have made my day!"

- Ted Schredd

[www.discoverfun.com](http://www.discoverfun.com)

Author of *Gamma Knows the F Word*

Professional Member of the Canadian Association of Professional Speakers

Featured on MTV, Mike Bullard Show and Vicki Gaberea



"Dan Lok tells you critical marketing facts that would take years to learn in the real world. He pulls no punches as he shows you clearly how to seriously increase your profits while sidestepping the many mistakes made by ordinary marketers."

-- Jay Conrad Levinson

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[www.guerrillamarketingassociation.com](http://www.guerrillamarketingassociation.com)

Author, "Guerrilla Marketing" series of books

Over 14 million sold; now in 39 languages



"Whenever I need marketing advice for my projects, I always talk to Dan Lok. He is one of the sharpest marketing minds on the planet! Dan always cuts right through all the theoretical nonsense and gives me a ton of practical and no BS suggestions."

- Ewen Chia  
Internet Marketing Expert  
Author, "Resale Rights Secrets"  
[www.InstantMarketingSecrets.com](http://www.InstantMarketingSecrets.com)



"Dan Lok is a marketing genius, a world-class copywriter and an incredibly savvy entrepreneur. Get his products, get his coaching, get whatever you can from him, you'll be totally glad you did!"

- Mike Litman  
Co-Author #1 International Best-Seller  
"Conversations with Millionaires"  
Networking Times Magazine calls him "A modern day Napoleon Hill"  
<http://www.MikeLitman.com>



"If you'd like to create a huge, electrifying surge in your cash flow, Dan Lok's Quick-Turn Marketing is an absolute must! It is an encyclopaedia of specific laser beam strategies of how to market your business NOW. I highly recommend it!"

-- Joe Vitale, world famous copywriter, best-selling author of the most influential books on marketing Spiritual Marketing, and Hypnotic Writing, and founder of the renowned The Hypnotic Marketing Institute.



"Dan, you're amazing! I love your work! I'm so impressed with your wizard-like creative abilities! What you called "killer copy" is truly killer copy! I was fascinated reading it! Fact is...I know it may be my own product, but you wrote such a compelling sales letter that I even want to order it from ME! You're first class!!!"

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