



**How To
Solve
ALL
Your Advertising, Marketing
And Sales Problems,
Fast & Forever
by Dan S. Kennedy**

WARNING:

**Before You Disregard Or De-Value
These Ideas And This Information,
Know That Not A Single Day Passes
Without A Number Of Letters And
FAXes Arriving In Our Office
Telling Of How Applying Dan's
Strategies Have Dramatically
Improved Peoples' Businesses,
Incomes And Lives.....Seeking His
Consulting Assistance....**

People in hundreds of different businesses,
in dozens of countries, are daily changing their
fortunes for the better by putting Dan's ideas to
work. There is no good reason you won't
experience comparable results - unless you
simply close your mind to the
possibilities or fail to take action.

AN IMPORTANT INTRODUCTION

I am very fortunate these days to have more consulting clients than i can handle coming to me "pre-sold" most as referrals, a few having heard me speak and read my materials, so I'm woefully out of practice at convincing people of the value of my advice. As I sat down to write this report, I realized I either had to devote a massive amount of time and space to doing all that convincing, or take the somewhat arrogant but certainly more efficient approach of skipping all that entirely and just presenting my information and advice by itself. I have chosen the later.

Quite frankly, I have not made this choice based on maximum effectiveness. Instead, available time has ruled. My schedule is, well, just unbelievable. So I've gone for "short and sweet" out of necessity. You may be tempted to argue or reject what I say in this report. That is certainly your prerogative. Some, maybe a lot of what you are about to read will contradict and challenge what you have been told, taught and conditioned to believe, industry norms and practices and what you observe most others doing. I will only take time to tell you this:

1. EVERY item of advice I dispense here is experience-based, experience-tested and experience-proven. I value my time highly, so I value YOURS highly too—I will not waste it be regurgitating textbook pablum, or worse, bandying about theories. (In fact, I'm not all that interested in *why* a particular thing works –or doesn't—only that it does, with consistency, profitability, so we can repeat those that do and avoid those that don't. When I make a bank deposit, no one asks if I know WHY my strategy worked that made the money.)

2. EVERY item of advice I dispense here has proven itself transferable from one product, service or business to another, and applicable to so many that they are arguably universally applicable.

3. People are routinely paying me \$4,200.00 a day to sit down and discuss their marketing situations with them personally. All too often, we spend as much as a couple of those hours getting this groundwork laid. So you might look at this as \$1,000.00 worth of "primer". That's why I've put a \$1,000.00 price tag on the book.

I hope you find this book provocative and valuable.

DAN S. KENNEDY

DEFINITION OF INSANITY

***Doing
the same
things over
and over again
but expecting
different results.***

1.

AN AUTOBIOGRAPHY IN 5 CHAPTERS

Chapter 1

I walk down a street. There's a huge hole in the sidewalk. I fall in. It's not my fault. It takes forever to get out.

Chapter 2

I walk down the same street There is a huge hole in the Sidewalk. I pretend I don t see It. I fall in, again. I cannot believe I'm in this same hole! But it's still not my fault. It takes a long time to get out.

Chapter 3

I walk down the same street. There is a huge hole in the sidewalk. I see it. I fall in - it's a habit! - but my eyes are open. I know where I am. I admit it's my fault. I get out immediately.

Chapter 4

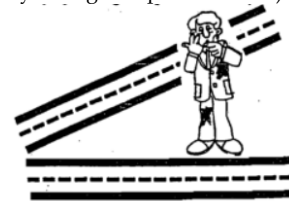
I walk down the same street. There is a deep hole in the sidewalk. I walk AROUND IT.

Chapter 5

I walk down a DIFFERENT STREET.

(Courtesy: Dr. Herb True, Notre Dame University-he has put his students at risk repeatedly by letting me speak to them!)

ARE YOU
READY
TO
WALK DOWN
A
DIFFERENT
STREET?



2.

4 OF THE GREAT POINTS OF LIFE

1. Don't drive away from a rental car agency in a convertible without first checking to see if the top goes back up.
2. Don't believe anybody who tells you there's nothing to worry about
3. Don't hire an accountant nicknamed "Flash."
4. Don't trust ad agencies.

I have made the first three mistakes, but not the fourth, because early in my career I ran a small, conventional ad agency, thoroughly studied the ad agency business, and then turned my back on traditional advertising forever.

Here is a summary of the problems with relying on advertising agencies and the kind of advice they give and advertising they produce - the items on the left side of the page are the agencies' priorities; the items on the right are yours.

The Ad Agency's Priorities

1. Media Commissions
2. Mark-Ups
3. Other Profit Centers
4. Creative Concerns
5. Peer Approval
6. Portfolio Building
7. Awards
8. Satisfy Superiors' Biases
9. Satisfy Clients' Pre-Conceived Ideas
10. Results (but who can tell anyway?)

Your Priorities

1. RESULTS

Anything and everything that has to do with traditional advertising is a lousy investment, compared to what you can achieve through direct-response advertising and direct marketing.

For starters, here's what to do immediately:



Do NOT spend money on ANY advertising or marketing ideas, strategies, media, services, etc. that cannot provide viciously accurate, fast measurement of return-on-investment. Period. No exceptions, no excuses.

THE GIANT REVELUTION THAT COMPLETELY TURNED MY LIFE AND FINANCES AROUND (THAT SOUNDS DAMNED OBVIOUS NOW)

Yep, I'd read "Think And Grow Rich", listened to tapes, gone to seminars, become a self-improvement junkie, all of that, and I was still, inexplicably, broke.

Without boring you with the long story of discovery, THE discovery was that big financial success in any business arrives when the "demand" consistently exceeds the "supply." In order for that to happen, you must have:

**RELIABLE,
PREDICTABLE,
CONSISTENT
"SYSTEMS" THAT
AFFORDABLY AND
EFFICIENTLY
PROVIDE
ABUNDANT
QUANTITIES OF
QUALITY
PROSPECTS,
CUSTOMERS,
CLIENTS.**

This applies to somebody like me, a speaker, consultant and writer, or to the local florist shop or to the manufacturer of widgets. Please stop to appreciate that statement. I blew through a couple fortunes before I figured it out.

May I dissect it?

A 'System.' by definition, IS

reliable, predictable and consistent. This means that you are not running ads WONDERING what the results will be. This means you are not doing old-fashioned prospecting grunt work, getting erratic results, and burning out. This means that, with a System, in place you can go to bed EVERY night, KNOWING, within a small range of variance, how much business is coming in by noon tomorrow.

And there are already-proven Systems you can learn, choose from, simply and in expensively test for your business, then re-invent your business with. People make fortunes with my Systems.



'Affordably' means several things, You don't have to spend a bundle to Make a bundle; I want "marketing LEVERAGE". With my Systems, you achieve a cost-per-lead or cost-per-sale LESS than your past experience and your industry norms. Testing can be done inexpensively. For example, bow about a System that provides \$1 50,000.00 in MONTHLY PROFITS from a marketing investment of about \$30,000.00...a 500% return-on-investment...like clockwork. That's the kind of multiple we seek. And that System was tested and proven in that particular application with less than \$1,000.00 put at risk in the first place.

I can often show people how to reinvent and revolutionize their businesses for under \$750.00. I can show you how to "test" the viability of most ideas, products or services for about the same. One of my clients — a big company, already successful — just "tested" a whole new idea, with one of my Systems, with a \$20 ad in the "Pennysaver", brought in over \$600; now he'll "test" with about \$200 in advertising in several small publications and when that works again, probably bringing in about \$5,000 or \$6,000; then they'll "stepladder" up to regularly re-investing thousands a week in advertising, to yield tens of thousands. Of course, "affordability" is relative. In the TV infomercial business, for example, where I do a considerable amount of work, industry averages are \$100,000.00 to \$200,000.00 to put a

show in the can, ready to test. I'm often able to bring a comparable production in at about \$70,000.00. A few situations still lend themselves to a "low budget" production, at \$35,000.00 or so. These are all substantial numbers, but when weighed against the enormous profit and database (customer base) building power of a successful infomercial, this media and this risk makes good sense for many people.

"Efficiently" means: without lots of overhead, without lots of complications, without hassle. Too many people wind up owned by their business rather than as owners of their businesses. One of the great virtues of having a business driven by my kind of Direct Marketing Systems is its independence from your continual, hands-on involvement. Some operations can even be 90% "auto-pilot."

"Quantity/Quality" - the right balance. We want a lot of response, but we want qualified response too. We actually build "screens" into many of our Marketing Systems, to automatically sift the gems from the sand before we ever have to talk with the prospective customers personally.

If I'm advising a company that uses live salespeople, I want to maximize those sales professionals' productivity, value and job satisfaction by having them invest most of their time in pre-qualified, ready and able to buy prospects. "Sifting sand" is a minimum wage job; selling is a high-paid job - why use high paid people to do low wage work? In fact, why not use modern *tools* to do the sifting? And the same principle applies whether we're driving calls in-bound to telephone salespeople, driving traffic to a retail store or showroom, setting up appointments with CEO's, whatever.

The Millionaire-Maker DISCOVERY

I discovered that you can have the most wonderful product or greatest service ever invented and still starve. I discovered that you can be a spectacular salesperson and still starve. I discovered that you can provide great value and still starve. Unless and until you have an affordable, efficient, dependable means of attracting a sufficient flow of qualified buyers to you, you cannot get rich, and you may very well starve, and you certainly won't have peace of mind.

4.

HOW DO YOU BUILD AN INCREDIBLY SUCCESSFUL MARKETING SYSTEM?

There are 3 big building blocks:

1. A truly compelling, preferably irresistible Marketing Message.
2. Knowledge, access to information and skills to choose, define and target the best possible markets. Delivering your Message ONLY to those most likely to respond. I call this "High Probability Target Marketing."
3. The most appropriate, effective combination of Media. (Methods of delivering the Message to the Market.)

FOR EXAMPLE: PUTTING "DIRECT RESPONSE ADVERTISING" INTO YOUR MESSAGE

Most Marketing Messages are "wimpy." They basically enlarge the business card They say the same things everybody else is saying. They make vague, image-building statements. They end without a call to action.

The Key Elements Of A Direct-Response Message Are:

- Meaningful Specifics, Not Vague Generalities
- A Promise
- An Offer or Offers Precise Commands-What I Want You To Do Now
- An Extra Reason To Act Immediately

When I teach these, and the other elements of Direct-Response, people who "get it", change the way they communicate with their prospects and customers dramatically, instantly and forever.

FOR EXAMPLE: ONE OF MRNY SYSTEMS -THIS ONE, "LEAD GENERATION" AND MULTI-STEP FOLLOW-UP

In 1987, NORDIC TRACK was (only) a 20-million dollar a year company, using very traditional advertising and distribution. After switching to the "System" I'm about to outline for you here, they quantum-leaped to a \$250-Million a year company.

HOW THEY DID IT:

1. Replace layers and levels of distribution with streamlined, Direct Marketing.
2. Terminate expensive, big full-page magazine ads, TV commercials, etc. promoting products but not directly generating accurately measurable results.
3. Start with much smaller Lead Generation Ads that get interested (qualified) prospects to identify themselves, by offering them appealing true information. There's a certain way to do this that goes beyond a simple 'Tree Wo' offer, and works much better.'
4. Once that qualified, interested lead has COME TO YOU and asked for your help in solving his problem, making his life easier, making his business better, whatever, do NOT give up easily on this prospect. Here's a Millionaire-Maker Marketing Secret when you pursue such a prospect with a properly strategized sequence of sales letters and mailings, you will often get 50% or more of your total results (and profits) from the 3rd to 5th contact in the sequence. Those who may only once or twice leave over half the possible profits behind.

THE \$200,000.00 A MONTH HOME BASED BUSINESS

Using a 'System' much like I've just described. For the "front end" of the business, and another of my 'Systems', for the "back end", a young couple are consistently doing over \$200,000.00 a month in business, by mail, from their home, with only two employees. When they came to me with their product, they were \$100,000.00 in debt (on credit cards) and railing miserably. They had a great product. They'd picked a good market. All they lacked was a 'System' that could reliably, affordably attract huge quantities of quality customers to them. Given that, their sales jumped from \$1,000.00 a month to \$13,000.00 to \$50,000.00. now to \$200,000.00. Theirs is NOT an unusual result.

These are only a few examples of one "System," and skeletal outlines at that. There are dozens of System Options, and when you fully understand them all, you can correctly choose and match the most appropriate and effective System "parts" with your particular needs. In my opinion, arming yourself with this know-how is THE most beneficial thing you can do.

HERE'S HOW LEAD GENERATION ADVERTISING WORKS

In its purest form, it works just like a Personal ad; it describes who you want to respond AND who you do NOT want to respond, and gets them to respond, so your perfect prospect steps out of the crowd and identifies himself to you. Fortunately, this can often be done with small, relatively inexpensive ads, enabling you to put the majority of your investable dollars and effort into follow-up marketing to super-well-qualified prospects.

A Personal ad might read like this: SWM, 38, seeks SWF or DWF, 25-35, into golf, travel, fine dining, Rush Limbaugh and The Grateful Dead. No pets bigger than a breadbox. Write:..

As you can see, this advertiser has described who/what he wants AND who/what he doesn't want.

Another "trick" to keep in mind is: the "tighter" the description; the more likely you get exactly the

respondents you want, although usually at the expense of quantity. The "looser" the description, often, the greater the quantity of response but the less likely you'll get exactly the respondents you want.

Last, we add a Lead Generation Magnet (LGM) to stimulate response. So, let's try an example. Let's say that the perfect prospect for your service is an experienced, successful corporate executive frustrated and concerned with his lack of personal financial security and wealth. Your ad might look something like this:

Attention: Are You A Corporate Executive With At Least Ten Years' Career Experience, A Good income, Success - But Worried That You Are Not Turning That Income Into Wealth & Financial Security Quickly And Systematically Enough?

If you earn at least \$50,000.00 a year, have 10 years+ career experience, Own your own home, and are so busy with the demands of your career you have little time or energy for personal finances, my Free Report: 'Breakthrough Wealth-Building Strategies For Super-Busy Executives' will be of interest to you. Please do NOT respond if you are completely satisfied with the amounts of taxes you pay, the return on your investments and the pace of your personal wealth accumulation OR if you are close-minded to new ideas. If you qualify, as described above, you should read my Report BEFORE you deposit your next paycheck! For details and Free Report sent by mail, confidentially, to home or office, call Free Recorded Message 000-0000, anytime.

Or, let's assume you consult with people about buying the right computer and software for their needs. Your ad might look something like this:

Warning: BEFORE You Buy A Computer Or Costly Software, There Are 19 Little-Known Facts ft Insider Secrets Store Clerks Don't Know And Cant Tel You, To Get Your Money's Worth AND To Get The Results You Really Need And Want

If you are thinking about buying a computer or software this weekend, DONT! - until you read this computer industry expert's provocative Free Report: "How To Avoid Computer Rip-Offs, Save Money, Avoid Frustration, And Gat

Exactly What You Need, No More, No Less: Savvy Buying Secrets Revealed." This Report could save you hundreds of dollars and hundreds of hours of frustration. For details and your Free Report, call THE TRUTH LINE: Free Recorded Message: 000-0000.

Obviously, some of the success of all this depends on the advertising media you use, where and when your ad appears, or who you otherwise deliver this kind of message to. But make no mistake about it: Lead Generation Advertising CAN be applied to most businesses and sales careers! And this is just ONE PIECE of one of a collection of powerful Strategies and Systems presented in my products and my No BS Marketing Letter.

5.

PARTIAL CHECKLIST OF MILLIONAIRE-MAKER STRATEGIES

- Matching your product, service or business with one or more of the 14 best ways to make a fortune, 1996-2000
- Re-Inventing the business through Direct Marketing
 - High Probability Target Marketing
 - Positioning (instead of Prospecting)
 - Takeaway Selling
 - Do-it-Yourself Sourcing & Research (Example: How to find the names, addresses and other information about the businesses and/or individuals most likely to do business with you.)
- Direct-Mail Sequences
- 28- Step Direct-Response/Direct-Mail Copywriting (see book: Ultimate Sales Letter.)
- Borrowing Proven Headlines !
- Creating Irresistible Offers
- Secondary Reasons) For Response: how to (at least double the response to virtually any advertisement
- Membership Concept Marketing
- Marketing Via Events (egs. Customer Appreciation Day)
- Cash Flow Surge Strategies
- Little-Known, Super Productive Advertising Media
- Promotional Books (outstanding way to create credibility)
- Audio Brochures. Video Brochures
- Triple-Hoop Response Structures
- @ (Affordable) Celebrity Spokespersons & Endorsements
- Effective Use Of Testimonials
- Newsletters... Postcards
- Premiums... Publicity
- Tear Sheets & Specially Marketing Documents
- Lead Generation Advertising (Classifieds, Smart Display)
- 600 Numbers... 900 Numbers
- Recorded Messages
- Automated Response Management
- In-Bound FAX...Out-bound FAX
- FAX On Demand...Publishing On Demand
- In-Bound Tele-Selling
- Outbound Telemarketing (Follow-up)
- Outbound Telemarketing Services, paid by % of sale
- Telephone Upsells
- Coupon Packs... Card Decks
- Package Inserts... Endorsed Mailings
- Joint Ventures... Parasite Marketing
- Direct-Response TV Commercials
- Infomercial
- Placement in Catalogs'
- Retail Distribution Supported By Direct Marketing
- Home Shopping Channels

Keep in mind this is only a PARTIAL list of the "tools" in the Millionaire-Maker's "toolbox." You may be familiar with some, unfamiliar with others. But knowledge is one thing, effective implementation is another. With each product/service/business, each market, and each set of objectives, a different mix of these tools must be selected, prioritized and linked.

It's very important to understand that, in most businesses, the greatest profit and greatest neglected profit potential is in the "back-end" of the businesses, to be derived from repeat and continuing relationships, multiple sales, cross-sales, joint ventures and referrals. I call the sum of all that TCV: Total Customer Value. It's a big

advantage to understand ALL the opportunities that exist, to increase and exploit TCV. Let me give you one quick example: two companies in the same field, comparable in most ways, both acquiring new customers with an average initial sale of \$49.00. I am intimately familiar with both, worked closely with one; one averaged only another \$20 per customer over the 12 months following the first sale; the other achieved an average of \$300 per customer over the 12 months following the initial sale. One barely made its payrolls, the other made its owners very, very wealthy. The difference is not in the tip of the iceberg anybody can observe above the Water; the difference is in the much larger base of the iceberg, concealed beneath the water, undetected by the casual observer.

It is very rare for somebody to attend one of my seminars not to have his or her eyes opened to additional profits readily available in their businesses, being ignored. In fact, this "found money" alone is often sufficient to increase my clients' overall, total profits...take-out, take-home income by 50% to as much as 100%. (In one case, a client's business went from 1 million to 4 million in 8 months all thanks to one, simple "back end, found money" strategy I provided.

Here are a few quick RULES about this:

1. A buyer is a buyer is a buyer.
2. It's easier to make the 2nd sale than the 1st.
3. If most of the customer acquisition cost is absorbed by the first sale, each subsequent sale is more profitable than the one before.
4. The most neglected High Probability Target Market is the past and present customer base.
5. Customers welcome frequent contact and communication (they do not resent it).
6. Just about every item in the "toolbox" can be applied to this Target Market more successfully and profitably than to any other Target Market.
7. The "hidden" competitive edge one business has over others is in the quality of the on-going relationship with the customers.

6.

THIS STUFF CAN'T WORK IN MY BUSINESS

An elephant can lift over a ton with his trunk. The elephant is one of the most brute-force powerful creatures on Earth. But, if you visit a circus, you'll see the elephant standing quietly, passively, held to a little post only by a third piece of rope or chain. The elephant could easily break free. *Why doesn't he?*

While still young, small and weak, the elephant is tied by a super-heavy chair to a big, immovable iron stake. He tries and tries, strains and strains, pulls and pulls but he cannot break free. Soon he stops trying and accepts his limited fate. Then, no matter how big and strong he grows, he continues to believe he cannot move as long as he sees he is tied to the stake in the ground beside him.

Too many entrepreneurs are circus elephants - immensely powerful, but stuck within their own limitations, manufactured only by their own beliefs and biases.

This "stuff" certainly can work in your business. I've never seen the exception. Here is a PARTIAL list of those kinds of businesses where I've applied my Systems, most as a consultant some as an owner/participant:

- > Advertising Agencies
- > Authors
- > Business Opportunities, Franchises, "Boot Camps"
- > Chiropractic Practice-Bidding
- > Cleaning Chemical Product Manufacturers
- > Collectibles, Numismatic Coins, Baseball Cards, Art
- > Computer Industry: Software Marketing, Marketing Consulting Services
- > Cosmetic & Skin Care Products
- > Cosmetic Surgery Practice-Bidding
- > Dental Practice-Building
- > Financial Planners' Services
- > Financial Education
- > Florida Retirement
- > Hospitals
- > Industrial Products
- > Infomercials
- > Investment Products & Services
- > Jewelry
- > Mail-Order
- > Mid-Level/Network Marketing
- > Manufacturers' Marketing Raw Materials, Component Parts Contract Services, Safety Products, Etc. To Industry
- > 900-Numbers
- > Newsletters
- > Non-Profit Associations - Fund-Raising, Events
- > Pet Products
- > Physical Therapy Practice-Building
- > Premiums & Incentives
- > Publishers
- > Recreational Vehicles
- > Real Estate Agents & Brokers
- > Retail Stores, various fields
- > Sales Organizations, various fields
- > Security Systems - commercial, residential
- > Seminar Marketing
- > Speakers
- > Sports Products, Sports Information
- > Subscriptions & Memberships
- > Till-Forbidden/Continuity Programs
- > Trade Schools, student recruitment
- > Travel
- > Weight Loss, Nutrition

7.

WHO NEEDS TO KNOW WHAT I KNOW? FIND YOURSELF HERE....



I'm looking at different opportunities, but I'm not yet in a business of my own.

When most people choose and go into a new business, they're focused on the things' about that business that are fun and match their interests; a pet lover opens a pet store; a photography buff starts a video business; etc However, no matter what the business, your ability to affordably attract customers will prove to be the most important aspect of that business - and if s likely to be the aspect you know the least about Give yourself the advantage of this understanding BEFORE you invest.

Understanding my Strategies may or may not influence your choices of businesses. You will certainly be better prepared to achieve fast profitability. Also, please read my GETTING INTO BUSINESS GUIDES, published by Self-Counsel Press.



I'm a sales-marketing executive in the employ of a corporation. I have limited control over the company's marketing decisions.

Whatever influence and control you have, I assume if s important to use it wisely and productively. I can equip you with easy to implement strategies and System that will make you the hero of your organization. You should also know that you are at least 500% more likely to achieve significant wealth through self-employment and entrepreneurship than m others' employ, so obtaining my know-how may help you identify new opportunities. On the other hand, there is a trend toward encouraging and rewarding innovation and "in-trepreneurship" in many corporations. If you're fortunate enough to be in that kind of environment, then you can, with my information, lead your company to much more productive marketing.



I own a business already. It's doing well, but I'm sure we could do better.

We have identified 14 "hot" ways to create fast fortunes in today's business conditions. We also have proven unusual High Probability target Marketing and Direct Marketing Systems. What you can do is look at all this, weigh the applications to your business, pick and choose- many people literally "re-invent" their existent businesses, for greater profits, easier operation, more exciting growth with these ideas. ENTREPRENEUR MAGAZINE said that I have "at least 101 money-making ideas for any business owner. I'm not certain of that number, but I certainly do put a lot of thought-provoking ideas in front of you.



I market through distribution, and need to stimulate that.

Getting shelf space and retailer cooperation....getting products into catalogs....these are situations where we can be of great help, We turn your sales representatives from unwelcome pests to welcome guests before they get there. This is a positioning issue.

By changing the positioning from just another vendor to somebody ; with a solid plan to boost the retailer's profits, you dramatically change receptivity and results.

It's dangerously easy to get "narrow vision" about your business. After some time with me, you can look at your business with "fresh eyes." Also, a business is often only little "tweaks" away from big profit breakthroughs. So there are lots and lots of benefits to accessing all my Millionaire-Maker strategies.



I market to "business to business."

It is a common assumption that the methods I teach are somehow appropriate only for marketing to consumers, rather than to businesses. This is just not true.

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My Systems work very well for marketing products, services, supplies, even component parts to businesses, large and small. I have personally worked with a number of clients marketing to Fortune 500 and Fortune 1000 companies, to small businesses, and to professionals. And, incidentally, most business-to-business advertising in trade journals is TERRIBLE. There is enormous opportunity in applying my advertising methods to the trade journal environment

“WHAT SHOULD I DO NEXT?”

First, let's try and summarize what we've discussed so far. Whether you have an existent business you'd like to "re-invent" for greater, maximum profits with minimum risk and aggravation, or you are going to start a business or bring a new idea to market, the Millionaire-Maker strategies are for you!

There's going to be a major shift in your objectives. If you ask most business owners, CEO's and entrepreneurs about their goals, they may have financial targets, growth targets, but they will NOT enunciate *the most important "breakthrough" goal of all; your chief objective should be to develop and implement successful MARKETING SYSTEMS to be the auto-pilot "engine" of your business.* Your major goal will now be the implementation of reliable, predictable, consistent SYSTEMS that affordably and efficiently provide abundant quantities of quality prospects, customers or clients.

Inherent in this shift, you will AVOID spending any money on advertising or marketing that does not provide accurate, fast measurement of true return-on-investment. You need to take responsibility for your marketing, and for your success. You canNOT hand it off to an ad agency or some other "Buddha you meet on the road". (That's why I do my best to equip my 'students' for independence; I do NOT try to create dependence on me.) There will also be a major shift in your thinking. I'm going to infuse you with "direct response 'think'", soTM that you become your own generator of highly productive, profitable strategies. Savvy marketers see things differently than other people do. Their observations are more valuable, because they are able to identify the strategies at work and able to adapt them to their own businesses.

One problem many businesspeople have is getting stuck in too small of a box. If you're in, say, the hardware store business, chances are you go to Hardware store owner association meetings and conventions, you read hardware store industry magazines, you pay close attention to other hardware stores' advertising, and so on...all inside the box of your own little industry. You copy other hardware store owners. Other hardware store owners copy you. Before you know it, you (and everybody else in your industry) are guilty of committing MARKETING INCEST. And, Marketing Incest works just like real incest; pretty soon, everybody gets stupid.

I'm going to yank you outside your box. Most marketing and financial breakthroughs occur when an entrepreneur goes outside and brings something back in from somewhere else, a seemingly disconnected, irrelevant place. I will show you how people do that, over and over again. You w3l also become rabid about including the Direct-Response FUNDAMENTALS in everything that you do. I have one large corporate client who pay £ me an average of \$2,000.00 each and every month just for the privilege of FAXing me their marketing materials for my quick review, to note if they've missed any direct-response fundamentals. It's worth \$25,000.00 a year to them to make sure they don't skip over one of these fundamentals. You

see, there are proven formulas, structures, component parts that MUST be built into any and every, ad, coupon, sales letter, brochure, script, etc., whether going to consumers or business-to-business, to insure maximum possible response. When these become part and parcel of your day-to-day thinking, as they are mine, everything you do to promote your company, products or services will AUTOMATICALLY improve.

I have devised 5 ways for you to benefit from what I have to offer....

(1)

For the ultimate "crash course," for advanced strategies and techniques, and an interactive, involved learning experience, you can attend my 2-Day Conference, when offered. And you can "bring" your business as one of the examples we'll use and work on.

(2)

If you cannot wait for the next Conference and/or desire a more personal approach, schedule permitting, I am available for one-on-one consulting.

(3)

If you are do-it-yourself oriented (and cost conscious), we offer a collection of books, instructional cassettes, and "tool kits" that allow most small business owners and salespeople to quickly master and implement my systems on their own. For example, my MAGNETIC MARKETING SYSTEM KIT gives you ready-to-use (as-is or with minor modification) sales letters, other marketing materials, and systems covering 90% of all businesses and sales careers in America along with how-to instructions and audio cassettes. It is my #1 bestselling product.

(4)

EVERYBODY profits by joining my Inner Circle Group, receiving my monthly NO BS MARKETING LETTER, getting free, personal critiques of their marketing materials, and a whole lot more.

(5)

Schedule permitting, I am available to conduct seminars and workshops for your company, organization or association.



If you "buy into" these ideas, then you may be ready to attend the next available Millionaire-Maker Seminar in Phoenix. These Seminars are offered periodically and, frankly, are expensive, but they do represent the best "super-quantum leap" opportunity for implementing my strategies. A brochure is available on request, 1-800-223-7180.

In the meantime, I strongly suggest that you get involved with one or more of my Home Study Action Traks...my "Tool Kits." Call 1-800-223-7180 or FAX 602/ 269-3113 and ask for a catalog.)*

Most importantly, I want to urge you, implore you, push you, motivate you to "hook up with me" for CONTINUING assistance and coaching, month after month, by joining my Inner Circle Group.

Enclosed with this Report, you should have a letter-brochure fully explaining the Inner Circle Group, my NO B.S. MARKETING LETTER, a selection of free Reports, and offering you our lowest new member rate.

(NOTE: If that literature is NOT enclosed with this report, please call 1-800-223-7180 or 602/269-3111 and ask for it.)

WHAT EVIDENCE IS THERE THAT THIS IS ADVICE YOU JUST CANT LIVE WITHOUT?

You may wonder just how valuable others think my guidance is. There are some comments elsewhere in this report. But let me tell you a couple interesting, revealing things. Just as an example, at the Millionaire-Maker Seminar that I taught most recently, immediately before writing this part of the report, we had people who had come from as far away as Edmonton, Canada, Seattle, Chicago, even - are you ready - New Zealand! Of the 100 or so people there, at least a dozen were long-time customers, owned my books, cassettes, and subscribe to my Letter. One had made his first purchase of information from me 13 YEARS AGO and was still coming back for more. The fellow from New Zealand owns a company doing millions of dollars a year in business. Some were corporate CEO's who first heard me speak to their Chapter of the CEO Clubs. Some had first heard me speak with Zig Ziglar at a big public seminar. Two had bought my books in bookstores. Several came from our advertising. One was the former VP of Marketing for a Fortune 500 company in the building materials industry, now a custom home builder and remodeler dealing with \$500,000.00 to 5-million dollar projects. Another was a fellow already having some success promoting his book: "How To Teach Your Parrot To Ride A Bike", and looking for ways to do that better. (Yes, birds can learn to ride bicycles. And do other tricks.) There were rank beginners, start-up entrepreneurs, people with ideas as well as experienced, successful businesspeople. And there was plenty of "hot stuff" for everybody! Maybe you've been to seminars where the number of the people in the room dwindles as the day goes on - then, at the end, there's a stampede out the door. Not at this one. I had to finally throw 'em out. There really is tremendous value here.

As for my LETTER, over 80% of my first year, Charter Subscribers renewed for one or more additional years - and the newsletter industry average is less than 15% renewals. It's a pretty active, interactive group: I get a lot of FAXes and letters from my subscribers, with questions and topics to cover in the Letter, and part of each Issue is directly responsive to this participation. My Subscribers include top marketing professionals who, like me, consult with diverse groups of clients; CEO's of manufacturing, industrial, high-tech, and publishing companies; small business owners, retailers, service businesses; independent professionals, like doctors and accountants; and entrepreneurs of all kinds. There's an owner of an innovative gourmet meals delivery business from Vancouver, CEO of a 200-million dollar a year conglomerate in California, the President of a computer software company, the owner of four dry cleaning shops, lots of real estate agents, insurance agents, the owner of health spas in England, and I could go on and on and on. Their diversity in types and sizes of businesses is extraordinary. What they share in common is a very serious commitment to mastering, using, and staying up-to-the-minute, up-to-date on the most effective, most profitable marketing strategies to be found.

We have thousands of subscribers and, in total, we have been asked for and issued less than a dozen refunds. I know that you are going to be thrilled to join our group of subscribers. Don't wait, don't miss another Issue! Why not subscribe TODAY?

9.

Excerpts from:

"THE ULTIMATE MARKETING PLAN"

About Putting Together The Right Message

In 1978, when I started my career as a professional Speaker and seminar leader, one of the venerable deans of public speaking, Cavett Robert, sagely cautioned: "Don't be in too much of a hurry to promote, until you get good. Otherwise you just speed up the rate at which the world finds out you're no good." Harsh but good advice. It's been my observation since that large numbers of business people in all fields rush to promote without stopping long enough to be sure they have something really worth promoting.

About Targeting

There is an old joke about a wife insisting on joining her husband for the first time on his annual deer-hunting trip. He stations her at the bottom of the hill, instructs her to

fire her gun in the air if she sees any deer—which is very unlikely at that location—and he and his buddy stomp off into the woods. Shortly thereafter, they hear shots and run bad: through the woods and down the hill to find the wife holding a gun on a very unhappy looking fellow. "Okay lady," he says, "it's your deer. Can I at least get my saddle off of it?" Obviously no matter how well equipped you are with the best gun, bullets, and other hunting equipment, you still won't do very well aiming at the wrong targets.

Ultimate Marketing

Sin #2 is: wasting your weaponry aiming at the wrong targets.

Here Are More Contents Of The Ultimate Marketing Plan

- ★ The 3 Best Ways To Market
- ★ The Secret, To Go From Zero To MAXIMUM Credibility
- ★ The 2 Types Of Testimonials Every Business Should Use
- ★ 6 Ways To Get FREE Advertising
- ★ A 12-Month "Promotional Calendar"
- ★ How A Retail Store Owner Doubled Sales Just By Changing the Way His Phone Was Answered!
- ★ 10 Ways To Create A Huge Sales/CASH FLOW SURGE



*A lion met a tiger
As they drank beside a pool
Said the tiger, "Tell me why you're
roaring like a fool!"*

*"That's not foolish," said the lion
With a twinkle in his eyes
"They call me king of all the beasts
because I advertise!"*

*A rabbit heard them talking
And ran home like a streak
He thought he'd try the lion's p
But his roar was just a squeak.*

*A fox came to investigate-
Had luncheon in the woods.
Moral: when you advertise, my
friends, you've got the goods!*

HERE ARE SOME OF THE CONTENTS OF "THE ULTIMATE MARKETING PLAN"

- ★ Ultimate Marketing Plan Secret Weapon #1: The Great "Unique Selling Proposition"
- ★ To The Prospective Customer's Question, your USP Is The Best Answer
- ★ How The Founder Of Steak-N-Ale Restaurants Creates USP Power By Being In The Right Place At The Right Time
- ★ How To Create Irresistible Offers
- ★ 4 Steps To Presenting A Powerful Marketing Message
- ★ The Strategy Stew Leonard's Supermarket Customers Taught Him & Us About Marketing Messages



*Available in Bookstores or Call 1-800-223-7180.

10.

Excerpts From "THE ULTIMATE SALES LETTER"

About Copywriting

One sage said, "writing is easy. You just sit down at the typewriter, slit your wrists, and give blood." Well, it certainly isn't as bad as that

I am convinced that just about anybody can learn to craft very effective sales letters. I have no opinion one way or the other about your ability to write the next Great American Novel, a cookbook, a children's storybook, or a Broadway play. (I've written a country-western song: "I Love My Wife But I Forgot Where I live." But that's another story.) I do have great confidence in your ability to write a successful sales letter, for two basic reasons:

First you presumably know more about your business, product, service and customer than anybody else. Getting that understanding is the hard part. Writing WITH that understanding is easy.

HERE ARE SOME OF THE CONTENTS OF "THE ULTIMATE SALES LETTER"

- ★ The 28-Step System That I Use As A Copywriter: Your Handy Guide To Crafting Powerful Sales Letters Of Your Own .
- ★ How To "Get Into" Your Customer
- ★ The Most Important Question To Ask & Answer
- ★ HOW A CHARITY USED MY SYSTEM TO RAISE A RECORD AMOUNT OF DONATIONS from business donors
- ★ Questions & Answers About THE ENVELOPE
- ★ 12 "BEST" FILL-IN-THE-BLANK HEADLINES with examples
- ★ 3 "BEST" LETTER OUTLINES
- ★ 7 WAYS TO USE LONG-FORM

About Creating Urgency

In most cases, most of the response to a sales letter will come in almost immediately. Yes, there will be a "trickle effect," and you will get some response weeks or even months after mailing the letter — from people who set the letter aside, buried under a pile of papers, waited until they could afford to respond, or had any number of other reasons to procrastinate. This trickle, though, is virtually insignificant in terms of the profitability of a letter campaign. You go to the bank with immediate response. For this reason, you must give careful thought to every possible way you can increase the urge to respond immediately.

One of my mentors in copywriting used to tell me: "imagine your letter being read by a guy in an apartment in Cleveland, in the midst of a ferocious winter storm, with gusting winds and snow outside at thigh height. You've got to get him so excited that he'll get out of the chair in front of the fireplace, bundle up, slog through the show, go out to his cold car, and drive down to the post office to get a money order and a stamp to send his order in - rather than take the risk of waiting until tomorrow."

Of course, the job is rarely that tough, because customers can respond to most sales letters by phone, calling toll-free numbers. Still, the idea is the same.....

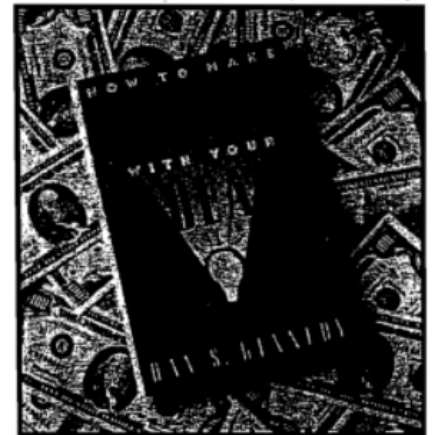
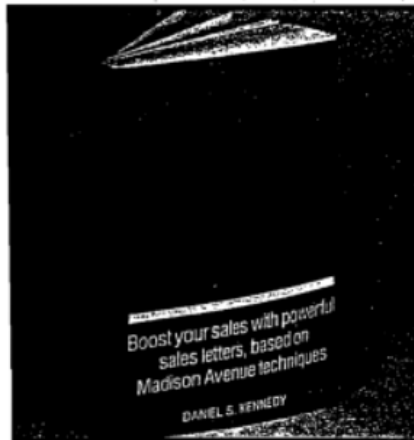
Other Books Available* by Dan Kennedy

The No B.S., No Holds Barred, Kick Butt, Take No Prisoners and Make Tons of Money *BUSINESS* Success book, 156 pages.

The No B.S., No Holds Barred, Kick Butt, Take No Prisoners and Make Tons of Money *SALES* Success book, 120 pages.

The Ultimate Success Secret Book. A Challenge to find "the Ultimate Success Secret" through a fascinating look at many super-achievers' experiences, 115 pages.

THESE BOOKS ARE
AVAILABLE AT QUALITY
BOOKSTORES
EVERYWHERE OR CALL
1-800-223-7180.



New For 1996

How To Make MILLIONS With Your IDEAS*

Discover new opportunities, ways of marketing products, turning "ordinary" retail, wholesale, manufacturing, service businesses into extraordinary money machines.-INSIDE "SCOOP" on infomercials, TV home shopping, having your products sold in established catalogs, super-profitable direct-response techniques, Information Superhighway, mail-order...Millionaire-MAKER Strategies...inspiring, true-life stories and examples of famous and little-known but incredibly successful entrepreneurs...all based on Dan's famous \$3,495.00-per-person Millionaire-Maker Direct Marketing Super Conferences.

Extra Features

- ★ Certificate for a FREE Product Marketing Evaluation (\$500.00 Value)
- ★ THE MILLION DOLLAR ROLODEX - Over 100 listings of Dan's most prized vendors, suppliers, experts, resources.



WHAT THEY SAY...

"Dear Dan:

It has been a little more than a year since we first saw and heard you in a seminar with Zig Ziglar in Vancouver. There we purchased your System, to which we listened with great interest and enthusiasm. Apart from giving us a wonderful strategy to more efficiently market our services – we are in the software and hardware development, for industrial applications – it encouraged us to devote more of our efforts to bringing SHOPTECH, our sophisticated, PC-based database system, to market. A first STOPTECH was successfully sold and implemented at a 150 store shopping center...this letter is to say a big 'thank you' to you. for your invaluable marketing information we have gathered through two of your seminars, your books, tapes and the No BS Marketing Letter..."

Peter & Dorothea Klein
Klein Software Engineering Co.

"Every one of our sales representatives have benefited tremendously from your work on our behalf."

Ned Allen
CEO, Florida Communities Founder,
Steak 'N Ale Restaurants

"Dan Kennedy has no rival when it comes to presenting money making information." Jerry Wilson

Author, "Word-Of-Mouth-Marketing"

"Real world tips on what it really takes to succeed as an entrepreneur." Ted Nicholas

Author, "How To Form Your Own Corporation Without A Lawyer"

About "The Ultimate Sales Letter"

I first read THE ULTIMATE SALES LETTER in July, 1991 - and have reviewed my highlighted, underlined and dog-eared sections dozens of times. I shamelessly and repeatedly use Section 6, and it's added buckets of money to my political fundraising letters. I bought an extra copy for Perry Willis, National Director for the Libertarian Party. He also swears by it.

Michael Cloud
Speeches People Talk About
Las Vegas, Nevada

"'The Ultimate Sales Letter' is precisely what the newcomer needs to know; the thought behind a sales letter that actually sells. Your book is quick, funny, practical." .

Gordon Burgett
Author of 'Self-Publishing To Tightly Targeted Markets'
Communication Unlimited,
Santa Maria, California

This afternoon my wife and I were being poled down a jungle waterway so we could see 20 different kinds of monkeys and 100 different kinds of parrots, the alligators are slithering into the water, and I'm reading your book 'The Ultimate Sales Letter' - quite a scene!!! You can quote me: 'The Ultimate Sales Letter' is more interesting than a jungle full of monkeys and a river rail of alligators!"

Don Berliner
Art Images, inc., California

"It's 5:57PM on the Sunday before Labor Day and I have just finished your book 'The Ultimate Sales Letter.', which I started this morning. Rarely do I finish a book without putting it aside at least once. Incredible!"

John Griffing
Culp Elliott & Marsh,
Attorneys At Law, North Carolina

About The "NO BS" Book Series

THE ULTIMATE NO BS, NO HOLDS BARRED, KICK BUTT, TAKE NO PRISONERS AND MAKE TONS OF MONEY BUSINESS SUCCESS BOOK covers subjects every entrepreneur needs to know. It delivers hard-nosed advice for real life entrepreneurs who must meet payrolls, satisfy customers and battle bankers and bureaucrats.

HOUSTON BUSINESS JOURNAL (

Note: Other media reviews in Press Kit or available on request)

I read THE NO BS book in two sittings, my friend - it's a good and funny, I love it!

WILLIAM GOVE, CPAE Professional Speaker
Atlantis, Florida

I have just completed your NO BS SALES SUCCESS book -I read it all in one sitting and found great value in what you have to say about selling. In some cases, revelations

RonBruchal
Caber Film & Video Co. Ltd.
Brampton, Canada

Loved the NO BS BUSINESS book - I've already applied several of your suggestions to my own company with excellent results. I spent 14 years as an Human Resources Development type inside a large public sector employer...started my own company 11 months ago. You'd think that with my so-called expertise in HRD, I would know how to manage people - wrong! I ran smack into a wall with my most important staff member and YOUR advice and suggestions on how to approach this situation pulled me out of a very difficult period.

Kim Bechtel
The Humanix Co.

I tremendously enjoyed your not-so-common sense approach to business and to getting the most out of yourself, in THE ULTIMATE NO BS.....SUCCESS BOOK. This comes at an excellent time in my business life...the book has caused me to take a more serious look at how I am doing things...I have also discovered "What I am" - I'm an entrepreneur who just happens to be a nurse. Now that I have solved that problem I intend to exploit both of those qualities, to take advantage of the gap that has been created by the government as they pull back from providing health care. Again, I thank you for sharing your experiences in a "crap free" manner.

John Heale
in-Home Nursing Services
Sundridge, Ontario, Canada

I enjoyed reading your NO BS BUSINESS book. Many of your experiences and insights unfortunately come as a terrible surprise to business owners. I've recommended your book as required reading to many clients, and I always keep a dozen on hand to distribute to new clients.

Sidney Karmazyn C.A. (Chartered Accountant)
Karmazyn Kazdan Markham,
Ontario, Canada

I thoroughly enjoyed your book, THE ULTIMATE NO BS BUSINESS SUCCESS, and! want to thank you for your courage and stick-to-itiveness. I am telling every student and new graduate to study your book, to prepare them for the business side of practice.

**Dr. Patricia Campbell Southampton Chiropractic Clinic
Southampton, Ontario, Canada**

I wanted to write and say how much I enjoyed your NO BS SALES SUCCESS book. I don't know of many books I've read where EVERY chapter was applicable to what I do and that I could implement immediately.

I am in the software business and your chapter: Positioning, Not Prospecting was of special value to me.

**Mark Henderson
Account Executive, The Training Continuum
Toronto,
Canada**

Your NO BS SALES book is incredible. I have a floor-to-ceiling bookcase crammed full of sales success books, and if I had to, I'd trade everyone of them for a single copy of your book.

**Mark Smith
The Valance Group
Colorado Springs, Colorado**

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