

A wireframe head in profile, facing right. Inside the head, several interlocking gears are visible, symbolizing thought and business strategy.

How To Double Your Business In Six Months or Less

A Confidential Special Report By:

BRAD ANTIN & BILL HARRIS

Producers of the best-selling *How To THINK Like A Marketer* series of products

How to THINK Like a Marketer

In two years, your business could be worth 2, 5, maybe even 25 times what it's worth today... Or, its obituary could be added to the list of countless also-rans...

The Choice Is YOURS!

And if you're just starting a new business (especially a new online business), in two years it could be the financial security blanket you've always dreamed of... Or, it could be nothing more than the painful memory of an investment gone horribly wrong...

Again, The Choice Is YOURS!

You're about to learn something so hot... so absolutely vital to your success, you'll wonder how you got along without it...

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Meet H. Brad Antin

Wouldn't you love to flood your business with more new customers than you can handle? How about turning all those one-shot buyers into loyal repeat customers? Well now you can.

Marketing is the engine that drives your business, and you're about to learn how to turn your go-cart marketing engine into a turbo-charged Ferrari that will thrust your sales and profits into warp drive.

Through his international best-seller *Secrets From The Lost Art Of Common Sense Marketing*, worldwide speaking engagements, corporate training programs and one-on-one consulting, Brad has taught hundreds of major corporations with household names like, **Motorola**, **Office Depot**, and **Prudential Insurance** to not only get more business, but skyrocket their profits by hundreds of millions of dollars. But his favorite thing to do is help entrepreneurs and professionals use these same concepts to quickly and easily build their businesses and secure their futures.

You've probably seen Brad on one of his numerous national TV interviews. If so, you already know how his dynamic teaching style brings his marketing concepts and techniques to life. As a business trainer, he coaxes amazing results from normal, everyday business people.

Brad may have captured the record as the World's Fastest Best-Selling Author when he sold over 250,000 copies of *Secrets From The Lost Art Of Common Sense Marketing* practically overnight. And he delights in sharing with seminar audiences, the exact techniques and concepts he used to do it.

If you were to put the entire crop of Internet Marketing Gurus into a room you'd be hard-pressed to find one who hasn't studied Brad's books, newsletters, or courses or learned from him at one of the many marketing seminars at which he's taught.

In his famous *12 Secrets Of Outrageously Successful Entrepreneurs*, he reveals to you his most powerful marketing concepts in a way you can use to make more money, starting the very next day.

Whether you sell on the Internet, use direct mail, newspapers, magazines, flyers, or TV or radio advertising, these techniques show you how to double, triple, or even get ten times the results from your existing marketing budget.

His *How To Double Your Business In Six Months or Less* program shows you how to do just that, with an amazing track record. He breaks it down to four simple steps virtually anyone can use to double their business, practically overnight.

Now, as Director of Marketing for Centerpointe Research Institute (a former client), Brad only works with a small handful of outside clients and speaks at just a few events each year.

Meet Bill Harris

Bill is the founder and Director of Centerpointe Research Institute and creator of Holosync® audio technology, now used by about 170,000 people in 172 countries to create states of super-deep meditation and dramatically accelerate the meditation process.

Bill started Centerpointe in a small room in his basement, with borrowed recording equipment in 1989. At the time he was making \$30,000 a year, and his first year his sales were a whopping \$12,000. This year his sales will approach \$14 million, and many well-known personal growth leaders rave about Holosync, including Jack Canfield, Ken Wilber, Gay Hendricks, John Assaraf, Tony Allensandra, and many others. Bill is also known as a marketing wiz, commanding very high fees for his advice, and a great many business owners, especially in the personal growth field, go to him for marketing help. He and his marketing partner, Brad Antin, currently handle all of Jack Canfield's marketing, for instance.

In his range of expertise, Bill is somewhat of a renaissance man. He is a speaker, author, trainer and seminar leader, marketing consultant, musician and composer, pilot, philanthropist and board member for charitable organizations, and a highly successful business owner. He is a sought after speaker on a wide range of subjects, including metaphysics and spiritual growth, cognitive and success psychology, brain waves and meditation, self-esteem, mental-emotional healing, values, chaos theory, and marketing. Recently he was invited to speak at the United Nations, where he gave a 3 1/2 hour talk which resulted in an invitation to also address the New York City council. He is known for his ability to make difficult subjects easy to understand, and for demonstrating the practical application of these subjects to real life.

With the incredibly diverse range of talents and expertise Bill brings to the table, it's no wonder he has emerged as one of the nation's leading experts in both online and off-line marketing. His accomplishments as a top Dale Carnegie sales trainer, Master NLP Trainer, internationally known and respected copywriter, and marketing strategist are unparalleled in the industry.

Warning: This Report Is NOT For Everyone!

This Special Report is not for everyone. In fact, it will probably be a waste of the thirty minutes or so it takes to read it unless you meet at least one of the following conditions:

- » You've started (or are planning to start) a new online business and want to make it a gigantic and immediate success.
- » You're sick of (or too smart to fall for), all the sleazy Internet "get rich quick" schemes and scams.
- » You have a great idea you'd like to turn into a business, but don't know exactly how to market it, and can't afford to give up your job until you find out if you can make money with it.
- » You're involved with sales or marketing in your company, and you want to skyrocket up the corporate ladder, or maybe your job security is only as good as your last success.
- » You own or run a small to mid-sized business-any kind of business-and you're not getting as much business as you want.
- » You own a reasonably (or very) successful business, but are convinced it could do more towards providing your family with the lifestyle you want.
- » You already own a business and see your competitors catching up to, or (worse yet) passing you, and it's getting harder and harder to make a buck.
- » You could make a lot more money if you had a true marketing genius working for you.

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Can You Really Double Your Business In Six Months or Less?

Yeah, you really can—but only if you learn **How To THINK Like A Marketer**.

Look. In two years, your business could be worth 2, 5, maybe even 25 times what it's worth today...Or, its obituary could be added to the list of countless other business also-rans...

The choice is yours!

And during the same two years, you could double, redouble, and double again your yearly profits (even if the economy goes into the dumper and threatens to devastate all of your competitors)...

Or, you could find yourself in an ever-increasing (and never-ending) pinch for sales, cash flow, and profits.

The choice is yours!

And if you're just starting a business (online, or brick & mortar), you could spend the next two years enjoying steadily growing sales and profits while building total financial security for your family...

Or, you could bury your failed business amid a chorus of, *"shoulda, coulda, woulda."*

Once again, the choice is yours!

By the time you finish reading this special report, you'll see your business more clearly and with a sharper focus than ever before. Even better, you'll have a fistful of very specific, very effective things you can do today, to make your choice come true.

As you can see, we've set upon a monstrous task. After all, who are we to tell you that you can double your business this quickly (and easily)?

You may be among the skeptics who sit back and say something like, *"If doubling a business is so easy, why isn't everyone doing it?"*

Or... *"Sure, you might be able to show me how to double my business during a strong economy, but what about when the economy goes into the dumpster like it does every so often?"*

That's fine. We love skeptics. They invariably end up becoming our biggest supporters. All we ask for now, is that you read this valuable report with at least a partially open mind. The rest will take care of itself.

Now, the fact of the matter is that no matter what the economy is doing, 9 out of 10 businesses fail. And if you look at the recent boom in Internet businesses, the failure rate is even worse... much worse.

By the time you finish reading this Special Report, you'll have a fistful of very specific, very effective techniques to make more money—starting TODAY!

“

For proven marketing tips and techniques that are easy to understand, your book and course are the mother lode.

I literally will read one of your pointers one day and go out and use it the next day.

THANK YOU!!!
THANK YOU!!!

”

—JIM HUEBNER
KIMO GROUP, INC.

**It's true during *boom* economies.
And, it's true during *bust* economies.**

In fact, the economy really has little to do with whether you are successful in business or whether you fail.

Come on now, haven't you noticed that some companies prosper no matter what the economy is doing? You probably know some of them in your own town. You've probably asked yourself, "*How do they do it? Their business is so far ahead of their competitors, they practically own the market.*"

We've known countless businesses (including some of our own) which have made fortunes during dismally slow economies. And we've known countless others which have failed when the economy was thriving.

During a booming economy, the demand for your products and services soars. And, more customers come into the marketplace. But, get this...

The number of your competitors soars too!

That's right. When other entrepreneurs see this demand for what you sell, they jump on the bandwagon and start offering the same products and services. Sure, there are more customers in this economy, but now you're sharing them with more competitors.

And don't think for a moment that the next great Internet boom will make your new online business immune. It won't. Remember the first Internet boom? For a few years it seemed that anybody with a dot-com company could wave their magic hard disk and borrow enough money to issue an IPO and go public.

They thought they were immune to the laws of good marketing, but look at where many of those companies are today. As quick as you could say, "dot-bomb," many of those early Internet companies have gone broke. Of course, that was a long time ago (in the last century, in fact) things are different now.

And, when the economy slows down again (as it always does), the weakest of your competitors (online companies and brick & mortar alike) will wither and die because there won't be enough customers to support everyone. The key is not to be among them!

We're not saying the economy doesn't affect your business. Of course it does. But, your business doesn't have to be controlled by it. In fact, we're going to teach you how to actually use it to your advantage.

**If you embrace a few of the principles we're about
to teach you, you'll soon be able to profit during
any economy while your competitors drop like flies.**

These concepts and techniques are not really understood (let alone implemented) by one out of a thousand businesses.

But, when you think about them, you'll realize that they're based on nothing more than good common sense. In fact, they're part of *The Lost Art Of Common Sense Marketing* (that's from the title of Brad's best-selling book).

At first, they'll seem so simplistic you'll be tempted to doubt their effectiveness... maybe even ignore them. Don't do this! It would be a horrendous (and costly) mistake!

Honestly, this is one of those times when you've just got to put pride and ego on the shelf and at least give

an open mind to what we're about to share with you. And again, please, please, please don't let the beautiful simplicity of these "secrets" fool you into thinking, "I already knew that."

The real question is what are you actually doing?

Let's start with the most important and fundamental concept you need to understand about your business.

Marketing is the engine that drives your business!

In fact, your business is really *a marketing business*. This is true whether you're running an online business from your home office, a retail store or wholesale distribution business, a manufacturing company, a professional practice, a service company, or any other kind of business.

Your product or service may be different than someone else's. You may sell to different customers than they do. But no matter what, your business is still a marketing business.

You're not a doctor. You market medical services. You're not a furniture dealer. You market furniture. You're not a plumber. You market plumbing services. This is true without exception -- no matter what you sell, how you sell it, or who you sell it to.

And in the case of an Internet business, you've got two big marketing problems; first, to get people to go to your site, and second to sell something to them once they get there.

If you are in an online business (or your business has an online component or division), pay special attention here.

You can use some techno-tricks to get customers to your website, but it takes knowing How To THINK Like A Marketer to get them to buy from you.

Oh, and just in case you think your online business is different, think again. It's a business. And like every other business in the world, until you attract and sell your products and services to hordes of eager customers, you're really not in business at all.

Check out all the little techno-tricks the Internet marketers have come up with. Some of them are brilliant others are kind of silly.

But the ones that work the best and remain effective the longest are created by bending technology to the will of marketing. And that's a classic example of thinking like a marketer.

Perhaps you grew up with the old saying, *If you build a better mouse trap, the world will beat a path to your door.*

We hate to tell you this, but it simply isn't true!

You may be the best there is at what you do, but it's just not good enough to be

YES! Once you grasp these simple, yet powerful marketing concepts, you'll not only double your business, you'll also out-think, outwit, and outmaneuver any and all competition.

“

It's a shame that everyone in business today won't have the opportunity to learn your secrets. But, I'm glad that's true because my business will now flourish while the others stand around asking why.

I thank you.

”

—THADDEUS KWOLEK
COBLIQUE ENT.

the best doctor around, or the best plumber around, or the best furniture dealer around.

If it were, you'd be getting all of the business you could handle, wouldn't you?

Being the best *is* important, but the truth of the matter is, if you want the world to beat a path to your door, you've got to first tell them about all the benefits they'll get from using your product or service.

You've got to make them an irresistible offer, and lead them every step of the way. And then you've got to remove any risk they perceive of doing business with you.

That, dear friend, is marketing!

Remember this always, because the moment you lose sight of it, trouble will be just around the corner. There are no ifs, ands, or buts. *You are in the marketing business.*

Maybe you think "word of mouth" advertising is all you need.

Maybe you figure the search engine spiders will find your website and give you a high search ranking and deliver tons of free traffic to your business.

Maybe you don't think you need to spend money on any other kind of marketing.

Well, "word of mouth" is a powerful part of a good marketing program (*especially when you learn how to really use it*), but alone, it's just not enough.

It kind of reminds me of the old saying...

**Trying to build a business without marketing
is like winking at a pretty girl in the dark ..
you're the only one who knows you're doing it!**

And free search engine traffic is a great start, but until you convert that traffic into paying customers, all is for naught.

Your success isn't determined by how little you spend on marketing. It's determined by how much profit you can wring out of every marketing dollar you *do* spend. And the marketing techniques we'll teach you will allow you to turn each marketing dollar you spend into \$2, \$3, even \$10 of bottom-line profit.

But, if you keep doing exactly what you're doing now, you'll continue to get the same results you're getting now. The fact that you're reading this report indicates you're *not* satisfied with the amount of business you're currently doing, so let's do something about it right now.

If you want to really grow your business, you've got to do two things...

**Attract lots of customers and...
Get a lot more business from each of them!**

Do you know how much each customer is worth to your business?

“

Remember way back when I owned a pretty successful carpet cleaning business, but was getting bored (and sick of cleaning carpets). I had used many of your marketing concepts to design a lead generating and converting machine for my business. It worked so well, I was getting more business than I could deal with.

”

—JOE POLISH,
PRESIDENT, PIRANHA
MARKETING

Most business people don't. In the next section, you'll learn exactly how to calculate this important value, and when you do, two things will happen.

First, you'll be utterly amazed at how much each of your customers is worth to you right now. And secondly, when you see how easy it is to get each customer to give you a lot more business, you'll begin to realize how much more money you're about to start making. You'll see that robust bottom-line you've always dreamed of about to come true!

What's A Customer Worth To Your Business, Anyway?

Obviously, if you want to double your business in six months or less, you've got to sell a whole bunch of whatever it is you sell—to a whole bunch of customers.

If you're like most of the entrepreneurs we consult with, you're already attracting a stream of new customers. It may not be a flood or even a river, but it's a start.

Well, one of the fastest ways to increase your business is to maximize your profits from these existing customers. You'll be absolutely astonished when you see how much easy cash you're letting slip through your fingers right now (*but don't kick yourself too hard, we're about to fix that*).

We'll plug these gaping holes in your profitability in a moment, but first, let's see what each customer is worth to you now.

One of the major concepts you need to understand is *The Lifetime Value Of A Customer*. This is an actual number specific to your business. It's *vital* to your success for two important reasons...

First, you've got to know where you are before you can determine where you're going. This gives you a baseline number so you can track your results. And secondly, until you know exactly what each new customer is worth to your business, you won't know how much money you can spend in marketing to get that customer.

Soon, each of these new customers we help you bring in will immediately represent much more in bottom line profits to you than you've ever thought possible. And, you'll know exactly what to do to increase your business even more.

Holy Mackerel! Did you hear that?

We can't say for sure, but it sounded like the sound of thousands of online marketers slamming their minds shut to this entire concept.

They're sitting there in their underwear (don't all Internet marketers work in their underwear?) smugly smiling as they say, *"I don't have to worry about things like that because most of my marketing is through joint ventures and affiliates. I only pay a commission when an affiliate makes a sale."*

And with that one simple thought, they are flushing thousands upon untold thousands of dollars down the toilet. You'll see why in a few moments—but before we get into the nitty-gritty of how we're going to do this, let's take a look at what a customer is actually worth to you. This is important, so please take a few moments to figure it out right now, as I explain it.

The concept of "The Lifetime Value Of A Customer" will become one of the most powerful tools in your marketing arsenal. Master it and you'll soon be chin-deep in cold, hard cash!

How to calculate the lifetime value of a customer to your business.

Before you can figure out exactly what your customers are worth to you, you've got to know a few things

about your current business.

What is your average sale?

(Simply add up your total dollar sales for a year and divide that by the total number of sales transactions you completed.)

How many times a year does an average customer buy from you?

(Take your total number of sales transactions for a year and divide it by the total number of customers.)

For how many years does an average customer buy from you?

(Remember, if you do business locally, around 20% of the population moves every year, so this should probably be less than 5 years, but if you're an online entrepreneur, it could be higher.)

How many people does your average customer tell about you?

(You may have to guess at this one. It's probably between 3 and 12. Generally, the better your customer service, the higher this number will be.)

What percentage of these people actually become customers?

(Usually between 20% and 70%.)

Now, do the exercise in the chart. Find out for yourself just how much money each of your customers is worth to you.

This is important!

You see, much of what you'll learn throughout this report will affect the lifetime value of each of your customers.

For example, when we teach you how to get your customers to buy from you more often, the increase will be compounded by the lifetime value concept.

And when we show you how to increase your average sale, it too will be compounded.

Here's what each customer is worth to you in cold hard cash!

Fill in the blanks below (using the numbers from your business), to learn what each customer is actually worth to you right now.

Average sale =	A	<input type="text"/>
Number of sales per year per customer =	B	<input type="text"/>
Number of years customer buys from you =	C	<input type="text"/>
Number of referrals from customer =	D	<input type="text"/>
% of referrals that become customers =	E	<input type="text"/>
Gross Sales per year per customer (A x B) =	F	<input type="text"/>
Gross Sales over life of customer (F x C) =	G	<input type="text"/>
Referrals who become customers (D x E) =	H	<input type="text"/>
Gross Sales from referrals (G x H) =	I	<input type="text"/>
<hr/>		
Total Value of Satisfied Customer (G + I) =		<input type="text"/>

Plus, when we give you some specific ways to get your customers to refer many, many more people to you, your lifetime value of a customer will grow even more!

Of course, how well you service your customers has a gigantic effect on all of this, too. In fact, if you offer lousy service, same formula works against you. Actually, it's even worse because a dissatisfied customer tells a lot more people about it (and it carries more weight in others' minds) than a happy customer.

And, if you have (or plan to have) an Internet business, pay special attention to everything related to your customer service.

Virtually every piece of research regarding customers' reluctance to buy products and services on the Internet points out that poor service is a nearly universal problem.

But remember, it all boils down to cash in your pocket. So, from now on, when a customer starts getting on your nerves (*hey, it happens to all of us*), simply think about how much your average customer is worth to you—even the pains in the neck—and smile.

Now, let's take a brief look at the steps we'll use to double your business in six months (or less). After this brief overview, we'll examine each step in detail as well as give you some specific techniques you can use to make it all happen.

How to Double Your Business In Six Months or Less—The Big Picture!

OK, we've already established that in order to double your business (or increase it at all) you've got to attract lots of customers and get a lot more business from each of them.

Let's further break that down to four basic steps.

**Attract a constant stream
of new customers...**

**Get your customers to buy
from you more often...**

**Get them to spend more money
each time they buy...**

**And design a system to
implement and track your results!**

The order in which you implement these steps is determined by your own business situation.

For example if you have a huge data base of customers who haven't bought from you lately, you're sitting on a gold mine—a gold mine which has never been worked. In fact, it's more than likely a gold mine with huge nuggets of gold just sitting there, scattered around on the ground.

If that's the case, *why not simply go scoop these nuggets up first?*

Write to your customers and make them an irresistible offer. You'll be amazed at how well they'll respond. It'll be like fishing in a pond that's never been fished before, and the "fish" will practically jump out of the water and into your boat!

**Let me make an
important point here.**

The single biggest mistake most businesspeople make is ignoring their existing customers. This is especially baffling to me, because additional sales to existing customers are the easiest and most profitable sales you can make. It's almost like free money.

And in spite of this, many entrepreneurs find one excuse after another to put it off—until they never do it all. *"It's too much effort to write a sales letter, get it printed, take it to the post office, pay the postage, and get it mailed."* Or, *"My customers complain about too much email."* Or, *"I don't know what to sell them."* That's nuts.

But it's downright insane when Internet companies don't write to their customers. All they have to do is whip out an email message and send it to the entire list. It takes practically no time and even less effort.

Now, if you're already getting most of your customers to buy from you on a regular and frequent basis, you may want to start by developing a larger stream of new customers.

Each of these steps is crucial to the overall plan, but you might as well start with the one which will get you the fastest gain. That way, you'll prove to yourself that this marketing stuff really works, and you'll generate

some quick cash to pay for some more aggressive marketing.

I'll give you a brief overview of each step now, and then in succeeding sections, we'll look at each of them in more detail.

Get your existing customers to buy from you more often...

It costs between six and eight times *more* to sell a new customer than it does to resell one of your existing customers. And if you are an online entrepreneur, it could be an even bigger difference. Most online sellers pay a hefty commission to JV partners and affiliates. So, they only pay for completed sales. An affiliate makes a sale and the seller pays a commission. No sale—no commission. It's pretty simple.

Now in some cases, these commissions can be pretty hefty—up to 40%, 50%, or more. But that's the only (or nearly only) marketing expense, so it's a pretty good deal.

But, if you're an online entrepreneur and you send an email to your existing customers there's practically no marketing expense at all. Those sales are immensely more profitable.

Therefore, selling to your existing customers over and over is actually many times more profitable than chasing new customers.

Here's why this is so powerful.

Most customers are used to (and sick of) not getting their money's worth when they make a purchase. Rather the thinking of what you're going to do *for* them, they're more worried about what you are going to do *to* them.

So, when they find a business that really delivers what it promises, that business stands out. And they're eager to buy from that business again and again.

Listen. There are literally hordes of customers out there searching for businesses that really deliver value and service. Businesses they can trust. Businesses they can shower with repeat purchases.

Become one of these businesses and you'll get filthy rich.

Think about your own shopping experiences. Haven't you ever found someplace that bent over backwards for you? You know what I mean, someplace where you always get a great deal and great service.

How would you feel if that place sent you a letter and offered you a special deal on something? You'd jump on it, wouldn't you? Well, as long as you've been taking good care of your customers, they will too.

Well, you're not alone. Most customers feel the same way.

By the way, if you're in an Internet business, it's almost like the great California Gold Rush. Most Internet businesses really stink at servicing their customers. Become known for outrageously good service and your sales will absolutely skyrocket.

“

**You have exploded
the myths about
marketing and shown
us what *really* works.**

**Marketing is no
longer just theory, or
something that only a
few “wizards” can do.**

”

—BILL HAMMOND
DIRECTOR OF
MARKETING, USBA

In a moment, I'll show you how to use this first step to suck thousands of dollars of badly needed cash into your business... practically overnight. But first, let's look at the rest of the steps.

Get them to increase the size of their purchases...

This one sounds pretty obvious, doesn't it? If you suddenly got your customers to increase the size of their average purchase by ten percent, your bottom-line would grow by ten percent, right?

Wrong. It would actually grow by *more than* ten percent.

This is true because of a couple of things. First of all, your current level of business is paying for your fixed overhead (rent, salaries, utilities, equipment leases, beer, booze, pretzles, etc.). So, any sales increases are more profitable since they don't add to your fixed overhead.

Next. When you combine this with getting your customers to buy from you more often, they'll be spending more money with you -- *and* they'll be doing it more often. The increase is actually compounded many times over.

Bring in tons of new customers...

Once you maximize the value of each customer to your business, it's time to go out and get more customers. Now, every new customer you bring in is immediately and automatically worth more to you than before you implemented the first two steps. Oh, and don't worry, I'll show you scads of ways to do this without spending a fortune. In fact, some of the more powerful techniques I'm about to show you are actually FREE!

Implement and track the results of each of these steps...

This one speaks for itself. If you can't measure and track the results of each of these steps, you won't be able to sustain your increases.

It's as simple as that. But, if you follow the guidelines I'm going to give you, tracking your growth will not only be easy, it will be fun. And it won't be long before you'll be able to see your progress right down to your bottom line where it belongs.

You probably think this is all easier said than done.

I'll readily admit there's no magic pill I can give you* to get the results you want. And the techniques and concepts I'm going to teach you *will* take a little bit of effort.

But, don't worry. You don't need to be a rocket scientist to make these things work for you. All you need is average intelligence, a little bit of common sense, and the willingness to work about as hard as any other boss would expect of you.

Once you get going, you'll find that it's easier than what you're doing now. And the payoff will be absolutely enormous.

Remember, even the longest journey begins with a single step!

“

Although I can't give you a magic pill, we thought you might need to generate some quick cash (or solve some other headache) right away.

For quick relief, see the box, below!

”

How To Get Your Customers To Buy From You Again And Again!

If you get your average customer to buy from you more often, the lifetime value of your customers will increase. And you know what that means... *more profits!*

One way to get them to buy from you again is to simply write a letter (or send an email) to your customers and ask them to. (In fact, this is one of the fastest and most reliable ways to quickly suck a ton of cash into any business.)

And as I said earlier, if you do business on the Internet, you'd have to be absolutely insane not to send regular email messages to every single one of your customers. There are inexpensive software programs available which automate this task such that it's easier (and faster) than getting drunk and falling off a log.

But the double bonus of sending email sales letters to your existing customers is the speed with which the cash starts flowing into your business. The sales start flooding in on the same day you send the email.

There's simply no faster way to generate money for your business.

All you have to do is ask for it. Your customers want solutions, and your products and services provide these solutions. *There's no law which says you have to wait until they come to you with a problem before you offer them a solution.*

And when you do write to them and offer solutions, they'll respond. In fact, you'll be utterly amazed when you see how *well* they respond.

This step does require you to know a few things about your customers. You need to know their names, addresses, email addresses, and phone numbers. If you haven't been capturing this vital information, start right away.

Maintaining a complete customer base is *critical* to your success.

There are literally dozens of ways to leverage your customer base into almost obscene profits—and at the same time make your customers happier than ever. But, without their names and addresses, you can't capitalize on these hot techniques.

By the way, with the price of computers and software so cheap (and getting cheaper by the day), you should computerize every aspect of your business you can—at least your customer files.

Remember, your customer base is the most valuable asset your business has. It's more valuable than your cash in the bank, your inventory, patents, trademarks, even real estate.

After all, what's a business without customers?

Let's talk a little bit about your business.

“
My bottom line has improved. Your suggestions are working very well. I spend less time finding new sales, and more time reaping the rewards of well-satisfied, repeat customers.”

—DAVE OTTMER
ACTION MOBILE WASH

You spend a certain amount of your resources to attract and sell new customers. The initial sale you make to these new customers pays for these customer acquisition costs. In other words, if you spend \$1,000 on a pay-per-click campaign, an ad, or other vehicle to bring in customers, and get 100 customers to respond to your promotion, it cost you \$10 per customer.

And if you're talking about getting customers to your Internet site, it's even easier to know what each visitor costs you. Pay-per-click campaigns are all about paying a fixed price (or maximum price) for each visitor.

There are many pay-per-click companies out there, but Google and Yahoo are the most common. You can often get visitors to your site for anywhere from a few cents each up to a few dollars each. With each of these (and there are others out there), you'll know exactly what each customer costs you.

But, the best part about using these companies is that you only pay when they deliver visitors to your site. If you don't get any, you don't pay any.

Of course, converting these visitors into paying customers is up to you. *(Don't worry, you'll learn lots of ways to do that in this... as well as my other reports and courses.)*

Anyway, when you make that first sale to a new customer, the profit from it pays for the cost of acquisition and (hopefully) leaves you a little profit.

But if you don't make much profit on that first sale, don't worry, it's OK.

That's just the front end.

Remember when you calculated the lifetime value of your average customer? Look at the difference between one average sale and the total business that customer will do with you over his or her life.

You see, you can probably afford to actually lose some money to get a new customer because of all the additional business that customer will do with you in the future. All these additional sales are called *The Back End*.

As you can imagine, the back end (if you work it) is gigantic compared to the front end.

In fact, that's where the real money is made.

Here's an example from a good friend of ours, marketing guru Jay Abraham. We may not tell the story exactly right, but you'll get the point.

Years ago, Jay had Icy Hot for a client. You may know of Icy Hot (they're still going strong now). The product is a pain relieving balm that feels cold when it goes on and then warms up.

It costs you about eight times more to get a new customer than it does to resell an existing one. Working your back-end can turn this into record profits.

“

During a time when customers have to continually worry about getting “ripped off,” you are like “desert flowers in a land of sand”. You have continually given me more than I ever expected. Your marketing wisdom and sincere concern for my success is truly appreciated.

”

—ROBERT CAMPBELL
ENTREPRENEUR

The product works extremely well for arthritis pain (among other things).

Anyway, this was many years ago when few people had heard of Icy Hot (or Jay, for that matter).

Icy Hot didn't have much money for advertising so Jay (the ultimate example of someone who knows How To THINK Like A Marketer

Remember, it costs you about eight times more to get a new customer than it does to resell an existing customer. There are two reasons for this.

1.) Once you've sold someone the first time, you know who he or she is. You know they have a use or desire for what you sell. They've already qualified themselves as a buyer of your kind of products and services.

2.) Once you've sold someone the first time, and delivered on all of your promises, they'll develop a certain degree of trust in you. If you service them better than anyone else, they'll be predisposed to buy from you again and again.

All you have to do is ask them to.

Use yourself as an example. Think of the place you get your hair cut. If you're like the vast majority of people, you go to the same hair cutter every time. Most people wouldn't even think of going to someone else. And if your hair cutter is booked up, you'll likely wait for as long as it takes him or her to get to you rather than switch to some other person.

That's because this person always does a good job on you. You know their work, and you trust them. Well, it's the same with your customers. As long as you take good care of them and provide great value and service, they'll buy from you again and again.

Now, when is the last time you wrote to all of your customers and asked them to buy something?

If the answer is more than six weeks ago, you're missing thousands of dollars. And that's for offline marketers—online marketers should email offers even more often than that.

Look at it this way. As long as you provide great service, great value, and great products, customers should be eager to do repeat business with you (and refer others to you). Since you've already spent the money to get these customers the first time, doesn't it make sense to keep them?

Well, the best way to keep them is to service them to death. Every time they make a purchase send them a thank-you note. For in-person and telephone sales, send an actual thank-you note on paper.

Always remember to answer The Big Question in your prospects' minds...

"What's in it for Me?"

Everything you say in your marketing should revolve around answering this important question!

“

Since reading your materials, I've come up with two new letters which are netting over twice what we were getting before.

As I go to the bank everyday to make my deposits, I will be thinking about how happy I am that I have a two year subscription to your valuable newsletter!

”

—ROBERT SCOTT
LAWFINDERS

For Internet sales, you can email your thank-you note.

By the way, just because you may run an Internet business, don't think for a minute you can't add significantly to your bottom-line using good old first class mail. It can produce incredible results in all areas of your business from lead generating to get people to visit your site to working your back-end.

In fact, the single biggest loss of profits most online marketers suffer is caused by not understanding and adding offline marketing to their business plans!

If possible, follow up your thank-you note with a phone call. This is very powerful if you make face-to-face and telephone sales. Use the opportunity to answer any remaining questions they may have. Often they'll ask about things which lead you into selling an additional service, option or accessory.

It's even more powerful if you run an online business ...but it may not be for everyone.

Let me explain. There are two schools of thought regarding using the phone in your Internet business.

One school thinks that the main benefit of having an Internet business is the ability to completely automate things. You can design your business such that you don't have to do hardly anything manually. By using things like downloadable products, auto-responders for returning and acknowledging emails and orders, and live, online credit card processing, you can run a nice business on total autopilot.

The other school (of which I'm a believer) thinks that you can automate much of your business, but by including a little bit of a more personal touch (like an occasional phone call and an "800" number for customer support), you can have most of the benefit of the automated business while maintaining a much higher level of customer service.

Either way, the key is to communicate with your customers often.

The more you "talk" to your customers, the more special they feel. And when they feel like they're being treated special, they buy from you over and over. That's how you build customer loyalty.

Write to them on a regular and frequent basis. Always make them a special deal!

Send them a new, irresistible offer every week, month or six weeks. Different people have different buying cycles, so you want to be certain to be there with a great offer when they're ready to buy.

If you have a group of customers who haven't bought from you in a while (you know, the inactive ones), write to them too. Offer them some incentive to come back and do business with you again. Every one of them you get to come back adds big bucks to your bottom line.

By the way, if you don't think you can write a compelling sales letter, consider this.

“

Concerning the results of my new Yellow Pages ad based on your suggestions...

Since my ad has been in print for about 3 months now, I am very pleased with the results. Even though I reduced the size of my ad, I am getting more calls than ever.

”

—BILL GORBY
SPRING FRESH CARPET
CARE

Good copywriting is simply salesmanship in print.

It's the same as selling in person or on the phone, except your reader can't ask questions. You've got to be sure your letter (or any advertising piece) anticipates and answers any questions the prospect may have.

If you have trouble writing (or think you can't write), try this technique.

Get a tape recorder and tape all of your presentations and sales pitches for a while.

If you sell face-to-face, or on the phone, this is easy. If you want to sell strictly over the Internet, sit down with a few friends (one at a time), and "sell" your product or service to them.

It will probably be awkward at first, but keep trying and you'll soon get it.

When you've taped several good sessions, have your assistant (or an outside transcription service) transcribe all of your tapes. You'll probably end up with dozens of pages.

Using a colored pen, number each paragraph. Next, take a paper cutter to these pages. You heard me right. You should cut all of these pages into separate (numbered) paragraphs.

Once you've finished with your cutting, organize the paragraphs into three piles.

Pile one contains all those paragraphs which explain a *direct benefit to the reader*. These are the most important selling points of your presentations, and they're the most important selling points of your new sales letter. Remember, these are specific benefits to the prospect.

They answer The Big Question... What's in it for me?

Pile two contains all of the *features of your product or offer, backup material, testimonials, etc.* These are all the paragraphs which contain statements which support the claims in the first pile.

Pile three contains the rest. This is mostly junk. It's the off-the-wall stuff that doesn't really add anything to the letter. Throw this pile out.

Next, take the first and second piles and organize the paragraphs into a logical, coherent sequence so each paragraph or thought leads to the next one.

Once you've put them in order, number each of these little pieces of paper again (using a different color).

Now you've got a stack of paragraphs. Each of them is numbered with its original position in the transcribed file and a new number representing its place in your new sales letter.

“

Your newsletters have given me many useful ideas and guidance. One, for instance, "Don't be guilty of premature abandonment," boosted results by at least 25%.

”

—J.D. WILSON
MEGA GROUP
INTERNATIONAL

Ever wonder what it would be like to have one of the world's greatest marketing & copy editors look over your shoulder and give you advice every time you sit down to create a new ad, letter, or other marketing piece?

It's a good idea to put a little extra space between paragraphs. This makes your editing much easier.

Finally, edit the letter until you get a smooth, flowing (and compelling) sales pitch.

You'll need to add some transitions between paragraphs, possibly reorder some of the paragraphs, and maybe add or delete a few pieces.

Oh yeah...one more thing about copywriting.

Every time you finish writing a piece of copy, you should read it out loud to someone. You'll be absolutely amazed at how many little mistakes, typos, and clumsy passages you find.

If you stumble at all while reading it out loud, it's a good chance you have a "spike." That's what we call an area in your copy that interrupts the readers' flow and rhythm. It takes your readers' attention away from the flow in your argument (sales pitch) and makes him or her think about what you meant.

You certainly don't want that in your copy.

You want your copy to be like a slippery slide. Once they start, they simply can't stop until they get to the close. You want their heads nodding in agreement with you throughout every stage of the copy. Imagine a bobblehead doll. That's what you want.

When you get good at creating that trail of little yesses, it will lead to a ton of big yesses at the close.

This technique may sound overly simplistic at first, but trust me... it works.

And when you're finished with your sales letter (and every other marketing piece you create, run it through *Advertising Analyzer And Checklist* (it's part of the How To THINK Like A Marketer program).

This is the same checklist we run every one of our ads and letters through. It's like having the world's greatest copywriting editor sitting by your side, supercharging everything you write. You simply can't miss.

By the way, if you have a web site and you don't run all your copy, headlines, and subheads through the *Advertising Analyzer And Checklist*, you're probably missing out on thousands of dollars in profits.

This tool will help you increase your site's "stickiness" (the length of time visitors stick on your site & the number of your pages they read), as well as make you site sell more of your products and services.

OK, so writing to your customers (including the inactive ones) and offering them irresistible deals is one of the best ways to get them to buy from you more often. What else can you do?

Imagine having customers so loyal they not only come back again and again—they make their friends buy from you too!

“

Fantastic! That's all I can say about your book. Your guidance is especially helpful for someone just starting out in business, like me, who doesn't have a whole lot of experience or budget to devote to advertising.

”

—RICHARD GORHAM

If you're in retail, consider doing a quarterly "Private Letter Sale." This is a closed-door, invitation-only event especially for your regular customers. (You can virtually do the same thing online as well.)

Send them a letter explaining how you'd like to thank them for their past support by holding this special event. Describe some of the incredible bargains they'll be able to take advantage of that you aren't offering to the general public.

Come up with some incredible deals (perhaps closeouts, etc.), and write a compelling sales letter describing them..

The letter really only has to do two things... make them feel special and rewarded for giving you their past business, and make them drool at the thought of the deals available at this special event.

Hold the event on a day you'd normally be closed, (or after hours), and make a party out of it. Get the festive atmosphere going with refreshments, music, door prizes, and store decorations. You'll be surprised at how much extra business this will generate every four months or so.

What else can you do to get customers coming back again and again?

I know of a gas station which added an automatic brushless carwash. The smart owner started giving customers special membership cards to his wash-a-week club.

Here's how it worked. Club members got a free, no-strings-attached car wash every week. All they had to do was come in on their assigned day (which was noted on their membership cards), and they'd get their free wash.

Guess where the line for the carwash started? That's right. Right in front of the gas pumps. Not only did he sell a ton more gas, but he also offered carwash options like hot-wax, under-spray, and wheel and tire cleaning. Most people bought gas and one or more of the options.

But, most important, they came in almost every week. Soon, the station owner opened several more stations. Where do you think he got the money?

Let's say you sell a service that your customers use on a fairly regular basis

This could be anything (carpet cleaning, pool cleaning, fitness training, sun tanning, brokerage services, dry cleaning, automobile maintenance, lawn care, etc.). Online marketers can use this for courses, coaching programs, consulting, membership sites, etc.

Offer them special savings by going on a *continuity program*. This is where they agree to use your service every week, month, or whatever interval makes sense, and you give them a special discount.

Try to get them on a monthly preauthorized credit card debit so you can automatically charge their credit card the monthly amount on the first of every month.

“

We have received much more than we asked for each and every time we've done business with you. It's so rare to find people who consistently deliver more than they promise. Thank You!

”

—EILEEN K. ROHLER

This way, you don't have to rely on them coming to you, you've already been authorized to perform the service, and just put it on autopilot.

It continues this way until the customer tells you to stop. Some people call this a TFN (Til Further Notice) program.

Look at any good book, record, or CD club. This is exactly what they do. If you don't tell them not to send this month's selection, they automatically send it and bill you.

Continuity programs are perfect for Internet businesses which sell information. Let's say you're an expert in a particular field. You could create a course which teaches other people the "tricks-of-the-trade" in your field.

The Internet and information products go together like bread & butter, milk & cookies, mom & apple pie, pick your own analogy.

Anyway, let's say you want to sell your new course for \$99. If you do a good job explaining the specific benefits people will get by using your course, you'll do quite well selling it for that price (we've sold courses for many, many times that).

But, no matter how well you construct your sales materials, there will always be a lot of people who, for one reason or another won't (or can't) pay that price.

The answer is simple. Offer your course as a continuity program. Sell it as a series of ten (or whatever number works for you) monthly lessons which each sell for a fraction of the total price of the course.

When you price your continuity course, do it such that the total price adds up to a little more than if they just by the full course outright. That way, the people who can buy the course outright will see some savings by doing it that way and you'll increase your cash flow. But the ones who can't (or won't) buy it all at once don't have to make an "all or nothing" decision.

Continuity programs can make you a fortune!

I know a restaurant owner who used to have a monthly special deal. When you ate there, you'd be given a card for a free dessert every time you came back that month.

The next month, you got a card for a free glass of wine or soft drink every time you came in that month. Another month it was a free appetizer. Another month a free side dish. He developed an army of regular customers who brought their friends and family to his restaurant.

All of these methods for getting your customers to buy from you more often do work. In fact, they work almost like magic...

But they depend on one thing...

Do your customers like doing business with you?

The important point is, if you take good care of your customers and ask them to buy from you more often, most of them will. And guess what happens to the lifetime value of your customers?

That's right. It soars.

How To Get Your Customers To Spend More Money With You Every Time They Buy!

This is one of the most powerful profit-building concepts you'll ever learn. So, learn it well.

There's a threefold reason this step is so important...

First, once the customer has already decided to do business with you, he or she already trusts you (at least a little bit)...

Second, when you get customers to make a purchase, they have to relax their grip on the purse strings...

Third (and most importantly), while the purse is open, it's generally really easy to get them to dig a little deeper.

Look at it this way. You've already spent the money to acquire this customer, so any additional sales automatically have a higher profit margin than the original sale.

You've got absolutely no marketing expense associated with the additional sale.

And the customer is in a buying mood!

Two of the best techniques for this are The Bump and The Upsell

Let's start with a perfect example of *The Bump*.

In our neighborhood, we have a little burger joint. This place sells about a gazillion burgers every year. They have a stupid looking clown as their spokesperson, and their logo includes these really silly yellow arches.

Perhaps you have a place like this in your hometown?

Sure, it's McDonalds.

Have you ever been to a McDonald's?

That's probably a silly question, but believe it or not, Brad has a friend who's in his mid-forties and claims to have never eaten at a McDonald's. He may be the only person in the country who can say that.

Anyway, next time you go to a McDonald's, order a sandwich and drink (but no fries) and see what happens. You'll personally experience a simple, ridiculously easy, billion-dollar bump.

That's right. McDonald's has made untold billions of dollars with the most simple bump of all. You see, if you place an order that doesn't include french fries, the counter person will immediately and cheerfully suggest some hot, delicious fries.

Of course, if you, like many of us, go to the drive through, the drive-through order taker will say something like, "Hissssss whooosh woouadfff likljseesa somouer friious withau at?"

“

Thanks for adding “The Bump” to the list of techniques you’ve given me. It’s already boosted my bottom-line by ten percent -- in just the first week!

Incredible!

”

—BOB MORAN

FACTEL INFORMATION
SERVICES

And, if you're anything like the rest of us, you'll probably have him or her add fries to your order.

Just the mere suggestion causes a certain percentage of people to go ahead and order the fries.

And we're not talking about a few isolated cases, either. One contact I know told us that between a third and three quarters of the people who don't initially order fries, add them on.

Does this really add up to anything?

Let's take a look. Let's say an average order of fries sells for about a dollar twenty and costs about thirty cents. These are guesses, but they're close enough for our example. Further, say that an average of 200 people a day at each McDonald's don't initially order fries.

If only half of them add the fries (100 people), that means each McDonald's just added \$120 per day to its sales and \$90 per day to its profits.

Multiply that for a whole year and it's \$43,800 in sales and \$32,850 in profits.

Now, there are over thirty-one thousand McDonald's in the world, so that adds up to \$1,357,800,000 in extra sales and \$1,183,350,000 in extra profits from this one little bump. And all they do is make a simple little suggestion.

That reminds us of an old joke...

An engineering graduate asks, *"How can we do it?"*

A science graduate asks, *"Why does it happen?"*

A management graduate asks, *"How much will it cost?"*

And a liberal arts graduate asks, *"Do you want fries with that?"*

Now, back to our regularly scheduled program...

Let's look at a few more examples of effective bumps and then start thinking about how you can use this hot technique to bump up your own profits.

Back when Brad was in the video business, we used bumps and upsells very effectively. One example is whenever someone bought a new VCR, our salespeople would simply ask whether they wanted three or four video tapes to start with.

They almost always bought three.

Why did we offer them three or four?

Well, we found through testing that if we offered one or two, they usually bought one. If we offered two or three, they usually bought two.

But, if we offered four or five, they often went all the way down to one. That probably means that we tried for too big a bump.

So, offering three or four yielded us the highest bump we could reliably get from a typical customer.

You see, back then video tapes were around \$20 each so five tapes was a hundred-dollar bump. That's a bit more than an eighty cent order of fries, isn't it?

\$1,183,350,000 in extra profits from one little BUMP!

Not bad for merely making a little suggestion, is it?

Let's bump a little bit more.

Have you ever bought new furniture without the salesman asking you to add on the Scotchguard stain protection? Probably not.

That's because when you buy a thousand-dollar sofa, it's not very hard to convince you to add stain protection for only fifty or a hundred dollars.

Our sources in the furniture business tell us that about 80% of their customers buy the bump and that it costs them peanuts to do the service.

In fact, they say that it's almost all profit. What if a furniture store sells five major pieces a day and they're open about three hundred and sixty days a year. If they add \$75 profit to each of these sales it adds about \$135,000 a year to the bottom line.

Remember, this technique costs nothing, and doesn't even require any kind of a hard sell. Simply suggest the appropriate option to what the customer has already decided to buy.

It's basically a numbers game. Even with just a mere suggestion of the bump, a certain percentage of the people are going to buy it.

No muss, no fuss, just added profit.

Online marketers can profit from bumps too.

If you sell something on a website, why don't you offer a bump to every buyer right before the final order confirmation screen?

The bump is fully described and shown with both the price when purchased separately and the special bump price.

It costs absolutely nothing to do, and a certain percentage of your customers will jump on it faster than a bug in a blender.

Do it after they enter their info (name, address, credit card, etc.), but before the final click. If you do it right, you could easily add thousands to your bottomline profit.

Car salesmen are experts at the bump. Most people, when they buy a new car, negotiate their best deal. Then, after the deal is struck, the salesman suggests such things as additional options, rustproofing, service contracts, etc.

By the time the customer signs the final papers and takes delivery of the car, the price is often several hundred (or thousand) dollars higher than the original deal.

Want to make your bump even more profitable? Of course you do. After all, we're talking about doubling your business, aren't we?

Try this. When you decide on the option or accessory to use for your bump, offer it at a reduced price.

“

Brad Antin offers proven ideas that are designed specifically to help people who are in business for themselves. His goal: For you to make more money -- a *lot* more money!

”

—CAROL SKILLMAN
ADVERTISING DIR.
SIMON GOLUB
AND SONS

Explain to customers how much more enjoyment or usefulness they'll get from the widget they just bought if they also have a gadget to go with it.

Tell them the gadget usually sells for X dollars, but they can add it to their purchase today for only Y dollars. Point out that eventually they'll want to add it anyway, and that if they wait, they'll have to pay the regular price.

Generally, this approach bumps enough more people to more than make up for the discounted price on the gadget.

Here's an important concept that you should always remember, *everybody loves a special deal*. Therefore, you can often use something that's only loosely related to the customer's purchase for a bump.

Offer a special discount on something the customer may want in the future.

If the bump is something that doesn't become stale, dated, or obsolete quickly, many customers will buy it just to get the savings even though they may not need it right away.

Of course, you don't have to be in a retail or service business to use a bump. It's an extremely powerful technique in mail order too.

Why not add a bump to a powerful sales letter? The technique is the same.

Once the reader is salivating to get all the wonderful benefits of your main product, offer a little bonus if they also add the bump.

If you do follow-up telemarketing with your mail order sales, the telemarketer is in a perfect position to offer a bump.

Major mail order companies are expert at this. They know how much additional profit it represents.

Now get out a legal pad and start brainstorming what you can use for bumps in your business.

List all the various options and accessories available for your main products.

List any and all additional services you can add to your main service.

List any (even loosely) related products you could provide to your current customers.

List everything that comes to mind -- even if it doesn't make sense right away. You see, many times a ridiculous suggestion can lead the way to something quite workable. Let your creative juices flow.

Finally, think about any informational products you could create to complement the products and services you sell. Information products are incredibly profitable and carry high perceived value. You could probably produce a series of reports, or manuals, or how-to materials which your customers would love.

Also, consider creating your own audio or videotape sets to use as both main products and bumps. They carry an enormous perceived value and cost peanuts to produce.

Now, let's look at another great way to get your customers to increase the size of their order.

It's called The Upsell.

An upsell is related to the bump, but it's a slightly bigger step. In this case, you're going to sell some of your customers a bigger or better item instead of (or in addition to) adding a bump.

Simply show the customer a widget that's better, bigger, or faster than the one he or she was considering—but with some special consideration such as a substantial discount, more favorable payment terms, extra options, or accessories.

If you become known as a business that delivers incredible values, you can't lose. Remember, *people can't resist a bargain*.

Offer to sell the higher-priced model with a larger discount than the moderately priced one. Everybody wins here. The customer gets a much better value, and you get a bigger sale.

You're taking a smaller *percentage* of profit on the higher sale, but you're probably making more *actual dollars*. Plus, the customer is usually thrilled with the great deal.

That's where the magic comes in.

Make certain the customer is happy. Don't try to sell your customers something that's way out of their price range. They'll end up resenting you for it. Don't get greedy!

A long time ago, Brad made his first (of very few) stock market investments. He bought a stock recommended by a friend. From the moment he bought it, the stock started steadily rising.

As you can imagine, this got him quite excited—so he bought more. And then more. And even still more.

Before he knew it, he had quite a bit of money invested in the stock. It was still climbing, and he had already doubled his money.

Do you think he decided to sell some of my stock, take some profit, and reduce his risk?

No way. He was going to make a killing.

What do you think happened? That's right, the stock tumbled in a short time and he ended up losing even more than his entire original investment.

Brad learned an extremely valuable lesson in life that day...

Bulls make money and bears make money, but pigs get slaughtered!

The same is true with your upsell. If you get greedy and try to "bleed" your customers, you'll end up losing big in the long run.

Of course, you don't want to go to the other extreme either. Don't

“

I love your newsletter. Your whole approach is obviously, “How can we help our readers move more product and make more money?” I appreciate your commitment to helping me grow my business.

”

—MARK RIESENBERG
HUMAN RESOURCES
UNLIMITED

**Everyone loves a “deal.”
Bump or Upsell, either way
it means more profit to you
and lots of happy (repeat)
customers!**

be afraid to sell your customers things which will benefit them. Offer them terrific values without trying to suck them dry and you'll make a fortune.

The upsell can be as simple as moving the customer to the next better (more expensive) model. A certain percentage of customers are going to easily move up and spend more money. That's added profit.

Or, you can create a deluxe package of products or services that includes a better model. The package deal is much better than the regular deal so many customers will buy it.

Or you could do a "buy two get three" sale. Some people would call this a bump, others would call it an upsell. Either way, it means more profit to you, and a better deal for the customer.

Don't confuse an upsell with "bait and switch." They are entirely different things. Bait and switch is a sleazy tactic that some retailers use to lure customers into their store and unscrupulously upsell them.

In these cases, the retailer advertises something at a ridiculously low price to lure customers into the store. There's nothing wrong with that, except that the retailer then tells the customer they're out of stock on that item.

Sometimes, even if they have the item in stock, they use high-pressure, intimidating sales practices to force the customer to buy a more expensive model.

Don't do this! It's unethical and in many (if not all) states, illegal!

And if your sense of ethics doesn't prevent you from trying this, let your greed keep you honest.

It's been proven time and time again that practices like this, although they may generate short-term profits, will end up costing you far more in the long run. Customers, even those who buy the more expensive item, end up feeling cheated.

They won't be in a hurry to do more business with you, and they'll spread the word to their friends. In the long run, practices like this will put you out of business.

Does that mean that you shouldn't advertise low prices? Of course not. It simply means that you should only advertise what you're willing to sell.

Instead of bait and switch tactics, use step-up selling or the upsell.

Here's how. Go ahead and advertise a great deal on a leader item, but be ready to offer an even more enticing deal on a more deluxe product.

When customers come in looking for the advertised special, be polite, informative, and helpful. Treat them with respect.

“

Attention-grabbing, entertaining, informative, well-organized killer writing, that brightens my day and my corporate communications business. You're hell-bent on turning out a new breed of entrepreneurs who talk and walk real customer service. Bravo!

”

—CYNTHIA
LEGGETT-MARIN
DIRECTOR SYNERGY

Point out that you do, in fact, have the advertised model in stock and ready for immediate sale. Point out also that the better model is also on sale and the savings on it are even bigger.

Teach them the benefits of the better model and offer to show it to them. Many of them will eagerly buy the more expensive model and be glad you took the time to show it to them.

If you're in retail (especially with extremely price competitive products), try this technique. It's the same one Brad used over and over again in the video business.

At the time, VCRs had become commodity items. Most people shopped on price alone. And because of this, many of the dealers in town would advertise ridiculously low prices on the "leader" (low priced, plain-Jane) models.

Then, when people would come in (often bringing in the ad), these dealers would use "bait-and-switch" and other high pressure techniques to try and get the customer up to a model which made them more profit.

Customers got used to this, and when Brad advertised these super low priced VCRs to build more traffic, they'd come in with a giant chip on their shoulders.

They'd walk up to him with the ad in their hand and say, *"I want this."* One look, and he could tell they were already irritated and braced for a fight.

Without missing a beat, he'd say something like, *"Great. That's the easiest sale I've made all day."* And before they knew what had hit them, he'd usher them over to a desk, hand them a sales order and ask them to fill out their name and address.

Before they could say another word, he'd go to the store room and bring out the exact model he had advertised. He'd put it on the desk right in front of them... so close that they'd have to push it away to have room for the paperwork. (We'll tell you why, in a moment.)

Ninety-nine percent of the time, they'd start to become suspicious of why he was so eager to sell them something which every other dealer had tried to talk them out of.

They'd usually start to ask some questions to figure out why. They'd say something like, *"This is a good model, isn't it?"*

Well, this was the opening he'd been waiting for.

Now that they were asking Brad about it, they'd be much more receptive to what he had to say. He'd answer with something like, *"Of course it's a decent model. We don't sell junk here. But, there are lots of other machines which give you a lot more for your money."*

They'd come back with something like, *"What do you mean?"* And he'd go on to explain the benefits of some of the other, more capable (and more profitable) machines. He'd also point out that some of them were also on sale at great prices, and that for a little bit more than the plain-Jane machine, they could step up to something much nicer.

“

I've been a subscriber to the newsletter for almost two years now, and every month I open your newsletter so fast you'd think you were sending cold, hard cash .. and you practically are because the ideas have not only helped, but also defined my marketing efforts. I've used the "grabbers," "bumps," "bribes," and "ironclad guarantees," to close thousands of dollars in sales.

”

—PATRICK COMBS
SPEAKER/AUTHOR

In almost every case, they bought a better machine. But, if he'd tried to upsell them at the beginning, they would have resisted it with every fiber of their being.

You see, any time you try to take something away from someone, their natural inclination is to hold onto it even tighter. And, conversely, when you try to push something onto someone, their natural inclination is to push it away.

That's why, when they first came in, Brad rushed to get the model they had asked for out of the store room and right on the desk in front of them. It showed them that he not only had the model in stock, but that he was perfectly willing... even anxious... to sell it to them.

And when he put the machine on the desk so closely to them that they had to literally push it away to complete the paperwork, he was employing a subtle bit of psychology. Once they physically pushed it away, it was easier for them to emotionally push it away and consider another model.

The end result was they got a better value and Brad got a more profitable sale.

That's just one way to handle a potentially difficult situation.

But no matter what you do, the key to the whole thing is to give them great service and a great deal. You're happy with a bigger sale and they're happy with a better deal.

Another way to get customers to increase the size of their orders is to make it easier for them to pay for them. Offer as many easy-payment methods as you can. Offer financing, credit cards, cash checks, layaway, and whatever else you can think of.

The easier you make it for them to spend money with you the more they'll spend.

Just like the bump, the upsell isn't confined to retail stores. If you sell by mail and someone calls to order an item, you can still perform the upsell.

If you sell a product that uses consumables (like ink cartridges for an inkjet printer), bump them by offering a special deal on a supply of the consumable.

If you sell a product for which there are options or accessories, bump them into a special deal on some of the accessories.

If you're selling a book, upsell them to a home study course. If you're selling a home study course, upsell them to the version with CD's or DVD's, or a package including telephone support.

The possibilities are endless.

“

When Rich and I got back home, we then decided to fly you to Maryland for a full day of consulting and brainstorming. And wow did that pay off .. to the tune of several hundred thousand dollars in additional income!

Brad, you deliver important, valuable information in an entertaining way.

”

—DAVID MADOW,
D.D.S.

How To Get Tons Of New Customers To Stand In Line And Beg You To Take Their Money!

Before you think about how you're going to get an ongoing (and endless) stream of new customers, you've got to get into your prospects' heads.

You've got to know what *they* want so you can offer it in an exciting, unique way.

The first two chapters of Brad's book, *The Entrepreneur's Guide To Common Sense Marketing*, teach you how to find out exactly what your customers and prospects want and how to show them you can deliver it. One simple way is to just plain *ask* them.

When you do this, people will go out of their way to do business with you.

And, now that you know how to get your customers to spend more money with you, and do it more often, every single new customer you generate is going to be worth much more to you than ever before.

Let's look at how to flood your business with an endless supply of new customers. We've already taught you to extend irresistible offers in your advertising. Make them benefit-laden and be sure you answer the big question on their minds...

What's in it for me!

If they don't immediately get a compelling answer to this question, they simply won't respond to your advertising.

The next big barrier to people giving you a try is the risk they feel in the transaction.

Look at it from their point of view. They're giving you hard earned money -- cold cash, in exchange for your promises that you and your product will deliver.

Well, if the biggest barrier you face in getting new customers to try you for the first time is their perceived risk, try eliminating it, or better yet reversing it.

Show the customer that you're willing to bear the entire risk of the transaction on your own shoulders.

The best way to do this is to offer something for free! That's right. Try a no strings attached, free offer.

You don't have to go broke doing this, either. In fact, let's take a look at one of our favorite ways of getting thousands of people to fork over the big bucks.

This little *hot potato* is raw, unadulterated, shameless...

Bribery!

What's that? You think this sounds sleazy? Well, it's not. Just hear us out, and you'll make a fortune... honestly, ethically, and morally.

Come on, didn't your parents ever say something like... "*Joey, if you eat all of your vegetables, you can have some ice cream after dinner.*" Or... "*Sally, if you get straight*

“

Thank you so much. Your Yellow Pages secret is working like crazy. I'm now getting three times the calls (and sales) as before while my competitors complain about sagging sales.

”

—DR. JOE FIGAZOLO
OPTOMETRIST

As on your next report card, I'll buy you that shiny new bicycle."

That's pure unadulterated bribery, isn't it?

What we're talking about is bribing your prospects and customers in order to get them to act on your offer. Whether you call it a *special offer*, or a *bonus*, or a *premium*, or even a simple little *gift*, it's still a BRIBE!

Don't say (or even think), *Nobody falls for that*. Don't ignore this concept. If you do, you'll be kissing thousands (maybe hundreds of thousands) of dollars good-bye.

What makes a good bribe?

The most important characteristic of an effective bribe is that it must be something of high perceived value to your prospects in order for it to achieve the desired effect.

But don't confuse the perceived value of a bribe with its cost, because they're not the same thing. Perceived value is like beauty. *It's strictly in the eye of the beholder*. Look at a painting. The cost of the paint and canvas is next to nothing, but the perceived value of the finished piece of art might be priceless.

The key is how you present the bribe.

You have to sell it to the customer or prospect the same way you have to sell your offer in the first place. Do this by educating your customer or prospect about the value of the bribe. Teach them all of the benefits they'll enjoy by receiving this wonderful gift.

Add even more value by limiting the quantity of the bribe available, or having a time limit on the offer. Always put a retail price on the bribe so they know how valuable it really is.

Use a bribe to supercharge your lead-generating efforts...

Bribe your prospects into *raising their hands* and letting you know that they're interested in your product or service.

Of course, sometimes, the prospect might not even know that they are (or should be) interested. In this case, the bribe will frequently buy you a few moments of their time. And if your offer and your product is good, you can make the sale... all because you got their attention with the bribe.

You've probably seen many examples of this, and may have even purchased something because of a unique bribe. Just about now, you may be thinking...

"My customers are smarter than that. This "bribe" stuff might work for an insurance company or a magazine subscription, but my customers will never fall for it."

Whoa... wait a minute. *The Wall Street Journal* sells to about as bright and educated an audience as there is, and they use this technique with incredible success. Their "bribe" is a free booklet called *The Wall Street Journal Guide To Money And Markets*.

You see, one of the very best types of "bribes" to use is... INFORMATION!

**It costs practically nothing to put some ink
on paper and create a special report and it
costs even less to do it as a downloadable PDF.**

“

Your presentation was absolutely positively the BEST of all (17 speakers). You delivered, and delivered. You gave, and gave, and then you gave some more. Your tips and ideas work.

”

—BETH O'NEILL

The value is in the information, not the paper (or electrons), so you can have incredibly high perceived value with almost no cost.

Look. You're an expert in your own field. You've paid the price to learn your specialty -- it's time to capitalize on it. Information you've spent years to learn and develop (that you probably take for granted), is worth a fortune to your customers.

Suppose you offered to teach them your *inside secrets*; secrets that they couldn't learn any other way, or at least not very easily. The value they would place on this specialized info goes through the roof.

And there's another bonus benefit to using a special report as your "bribe."

The more your customers know about your field, the more they'll spend with you—their recognized expert.

And the best part is that this powerful technique works in every kind of business or industry.

If you sell anything (and we do mean anything) online, a free special report or ebook is probably one of the best, most effective "bribes" you could ever offer.

If you are a professional such as a CPA or lawyer, you could offer every new client a copy of a Special Report called...

12 Little-Known Ways To Legally Slash Your Taxes. Or... How To Make Yourself Judgment-Proof. Or... How To Make Certain You Get Your Fair Share In A Divorce.

If you are in a service like plumbing or appliance repair, you could do...

15 Emergency Plumbing Secrets That Could Save You A Fortune-Before You Call A Plumber. Or... How To Make Your VCR Last Twice As Long As It Was Designed To.

If you are a retailer selling anything from beauty supplies to shoes to floor coverings, you could do things like...

The Seven Deadly Sins Of Skin Care. Or... How To Make Your Ten-Year-Old Carpets Look Like New.

We could go on, but you get the idea.

The more people know about your products and services, and the more they learn about how they can benefit from your products and services, the more likely they'll be to buy your products and services.

And, most of them will buy from you rather than your competitors because you invested the time, money, and effort to educate them rather than just ask for their money.

Another great example of a free bribe is a free email newsletter (some people used to call them ezines).

This is one of the most powerful marketing techniques you'll find on the Internet. Of course, like so much of the marketing on the Internet, most of the ones you see offered (and the manner in which they're offered) are poorly done.

So, be careful with what you emulate.

“

It's working. The techniques and ideas in your newsletter are already bringing in more clients, listings, and sales -- in just the first 50 days!

”

—STEVE MORSA
MORSA REALTY

Anyway, offering prospects an ongoing stream of valuable information for free is a great way to accomplish two very important things...

First, it gives your prospects a risk-free, cost-free way to sample what you have to teach them and prove to themselves that your information is the “real deal”—before they buy.

And second, it’s a great way to get their name, email address, and more so you can build a database and continue to market to them.

And finally, you can easily add a short sales message with every issue of the ezine.

Try to further reverse the risk by offering an ironclad, risk-free guarantee.

If you can, make it better than risk-free by including some report or other bonus that they get to keep even if they return the purchase for a full refund!

Imagine the impact you’ll have on your prospects when you teach them all about your product or service, and you show them all of the benefits and advantages that they’ll realize with your product. They’re just about ready to say YES. They realize what a great value your offer really is. Now, you’ve got them seriously thinking about whipping out the credit card...

Then they read your guarantee which says...

Better Than Risk-Free Guarantee!

If, after you purchase this product, you feel, for any reason, that it fails to live up to our promises (or even if it does and you just change your mind), simply bring it back to us and we’ll immediately and cheerfully give you a 100% refund of the purchase price. No questions asked!

But even if you do decide to return this product for a full refund, please keep the FREE bonus as our special gift to you. It’s our way of simply thanking you for at least giving us a try!

*This way, even if you decide that it’s not right for you, the worst that can happen is you’ll get a \$50 value absolutely FREE. That’s what we mean by **BETTER THAN RISK FREE!***

An offer like this is almost impossible for a qualified prospect to ignore.

When you understand and use the concept of risk reversal to your advantage, you’ll become virtually unstoppable in your market area. And as long as your product or service is an honest value, the only outcome will be profits almost beyond belief.

Here’s another great (and easy) way to get more new customers to buy from you...

Institute an aggressive customer referral program.

Listen. You’ve got an army of loyal customers who are already happy doing business with you. These customers all have friends, relatives, coworkers, and neighbors, many of whom could need or want your products and services.

They are your best salespeople. Use them.

Now I'm not talking about just saying something to them like, "Make sure to tell your friends about us, ok?"

Most people, when they're happy with a company will tell their friends and neighbors about it. They often do this with no thought of reward in mind other than helping a friend.

Unfortunately, most of them forget about telling others about you... unless the subject happens to come up. And that's simply not good enough for a really savvy marketer like you.

**You want something more reliable than that...
something more powerful... and more profitable.**

What do you suppose would happen if you designed a customer referral system whereby your customers would be rewarded by referring their friends and neighbors to your business?

This works for all businesses: retail, manufacturing, service, mail order, all of them—even on the Internet.

If customers knew they'd get a special deal, or discount, or bonus product or service, just by bringing you new business, many of them would aggressively promote your business for you.

And, since you have no other marketing expense to get these referral customers, you can afford to generously reward both the referring customer and the new customer.

**Everybody will be happy, and your business
will grow like a weed. A great big profitable weed!**

Of course, an Internet business can use just about all the traditional methods of finding and selling new customers, but there are also some very powerful Internet specific things you can do.

Some of these are pretty much common knowledge, but you'd be amazed at how many people use shortcuts to make it easier... and end up shooting themselves in the foot because they only get a fraction of the results they would get if they did it right.

A perfect example of this is the use of search engines.

Earlier, I mentioned the "pay-per-click" search engines. Those are the easiest ones to use because you simply "buy" your key words, and pay for each visitor they deliver.

**But, the normal search engines still
account for the vast majority of web page visits.**

There are several ways you can get your site listed on these search engines.

One is to use one of the cheap, one size fits all, submission services. They charge a (usually modest) fee to submit your site to the top search engines.

The problem is that they use generic information to do this and most search engines have their own system of selecting the order of what sites comes up when someone enters in particular search strings or key words.

“

I saw you on stage. It was awesome; broad strokes of genius. Out of the dozen or so marketing experts there, you were the hit of the show.

”

—JIM MCQUILLAN
CARNEGIE-HILL
COMMUNICATIONS

For example, some search engines place higher weight on the title of the page than others. Some favor the “metatags.” Others favor the number of times key words show up in the text on a page. Still others look for a particular combination of the above.

So, when a generic service (or one of the submission software programs) slaps your information together, it’s not optimized for any of the search engines. Therefore, you can’t really expect for your site to show up in the top ten, twenty, or even fifty (or more) sites listed.

But, when you individually submit your site to particular search engines in a way that takes full advantage of how that particular search engine works, your results go through the roof.

There are some very good services which for a (not so modest) fee, will do this for you. Some of them are quite expert at getting your site to come up near the top of the search results. Of course, you’ll pay for that level of service, but if your site does a good job of selling products and services to new, first time visitors, it can be a huge bargain.

Remember the lifetime value of a new customer?

You may find it’s worth spending some extra money to get that new customer if you can make it up (and more) on the back-end.

Another advantage of using a top quality submission service is that they constantly monitor your search engine placement and adjust things to keep you at the top.

You see, search engines constantly change their formulas and protocols so the only way to achieve and maintain good position is to constantly stay on top of it.

Another way to get new customers is to take advantage of things like link exchanges (where you supply a link from your site to someone else’s in exchange for a link to your site from theirs).

Or, you can (make that should) develop some affiliate programs whereby other people actually sell your products and services on their site (or a mirror of your page(s) on their site) for a percentage of the profits.

You can join and participate in all the various newsgroups pertaining to your type of business.

Even though these groups are completely noncommercial (and you’ll get in big trouble for trying to advertise on them), you can still generate new customers.

Whenever you answer a question or make a comment to the group, your “signature line” on your email shows up. Simply develop your “signature line” so that it says something which causes people to see what an expert you are and visit your site.

Another way to get new Internet customers is to arrange to offer your free ezine to other web sites. There

“

I’ve used a great deal of your information to progress from “nowhere” to Republican Communications Director, County Party Chairman, State Party Executive Director and, most recently, paid communications consultant to the GOP. I’ve been able to sit down in private meetings with Speaker of the House Newt Gingrich and former Vice-President Dan Quayle. I know I’ve told you this before, but I doubt you get tired of hearing it: A great deal of my “overnight success” is due to the information I’ve learned from you. Thanks for everything.

”

—CHARLES MUTH,
CHAIRMAN, NEVADA
REPUBLICAN LIBERTY
CAUCUS

are lots of web sites out there which are literally begging for content.

All you need to do is provide them with the content (your ezine articles) in the form of a weekly or monthly “column.”

They get to provide added value to their visitors by using your information (content), and you benefit by having a link in the “bio” part of the column back to your own site.

Everybody wins. They get to provide more value to their visitors. Their visitors get valuable information for free. And you get the added traffic from people on their site who see your stuff and are impressed enough to want more (after all, all they have to do is click a link).

There are a lot of other things, both traditional and nontraditional, you can do to increase traffic to your web site and we teach a ton of them in our How To THINK Like A Marketer program.

“

It was indeed a pleasure to hear your presentations in Las Vegas last week, as well as your panel comments. We wish to thank you for participating so openly in the best information seminar we've ever attended!

As we take action and progress, we look forward to the likelihood of our paths crossing again in the near future.

Thanks again, for sharing your insight, experience and inspiration.

”

—BRENDA
& DICK WINTER

The Final Steps To Doubling Your Business: Implement And Track Your Progress !

This is the simplest part of the system to understand, but for some reason, many entrepreneurs find it to be the hardest to implement.

Unfortunately, without it, all your other efforts will be wasted.

There's not a whole lot more to say about it. So, I'll simply quote Nike's slogan...

Just Do It!

That's right. If you don't sit down and document each and every step of this process, and monitor your progress, you won't be able to maintain any gains you get.

Sure, you might get a little blip in your sales curve, but that's not good enough. We want you to (at least) double your business, not just get a little blip.

First, figure out the lifetime (and yearly or monthly) value of each customer. Analyze how often your customers buy from you. These are your starting numbers.

Next. Study our suggestions for each of the first three steps (getting customers to buy more often, increasing the size of each sale, and getting tons of new customers). Then, decide exactly what methods you'll use to accomplish them.

Try some of the things I talked about here, but don't stop there, come up with your own techniques to accomplish each step.

But, no matter what you do, don't forget to test.

Testing is one of the most important concepts in common sense marketing. Understand this .. nobody (and I do mean nobody) has a winner with every marketing tactic they use. That goes for me, you, and every other marketing expert and entrepreneur in the world. Whenever you try something new, keep this in mind.

The concepts and strategies I've revealed to you here (and will reveal in my other products), are rock-solid. They're all based on powerful, common sense marketing. And they've all been tested and proven in many different circumstances.

But, nothing works in every situation and every business.

You've still got to use that lump sitting on your shoulders.

You'll be testing just about everything you do in your business; headlines, guarantees, bumps, upsells, referral programs, and more.

And when you test things, you've got to carefully document the results. I suggest you immediately start a log book of each thing you test.

“

The Antin Marketing Letter is a valuable source of information that anyone can use immediately to improve their business. I've learned how to write an effective "S.O.B.," created and tried different ads, promotions, and customer surveys. Now my business is much more successful and profitable.

”

—CHET CHEW
PRINTING SOLUTIONS

Write down what you did, when you did it, what outside conditions (time of year, day of week, holidays, publication, mailing list, and anything else you can think of) which may have affected your results.

Watch for trends.

Don't get so seduced by big numbers that you ignore small improvements. Remember the McDonald's bump. Even though it only added about \$90 per day per store in profits, but it totalled over half a billion dollars per year company wide.

Of course, you probably don't have over 31,000 locations, but the principle is the same. A small improvement can, over the year, add up to a significant boost to your bottom line.

And, if, after thorough testing, you can't squeeze good results out of something, don't be afraid to abandon it and try something else. Of course, the reverse is also true. Don't abandon something before you've given it every opportunity to work. Otherwise you be continually floating in the wind and you won't make any forward progress at all.

Test everything, and when you come up with a winner, stay with it until testing reveals something better. That's how we learned that offering three or four video tapes got us more sales than any other number.

Track your progress on each of these steps at least on a weekly basis.

Watch for trends. You should see a steady upward movement in each of these areas. As your business grows over the next few months, don't be afraid to invest a little bit more in your marketing efforts. This will pay off more than anything else you can do.

Remember, marketing is the engine that drives your business! It's the ultimate form of business leverage, and if you do it right, it can make you rich!

Thanks for downloading this Special Report. We hope you found the information interesting and will use it to create a flood of new profits in your business.

About How To THINK Like A Marketer...

The flagship product in our How To THINK Like A Marketer program is our live training event. It is usually held in June each year (we only do it once a year) and generally sells out by early May.

If you have any questions about this, you can call Brad's assistant, Kelli at 503-906-6026 for the latest info.

We're seriously considering making a home-study version of the program available in early 2007. We'll let you know via email what we decide to do.

Now go out and make yourself a lot of money.

“

Just finished “Secrets From The Lost Art Of Common Sense Marketing.”* First reading! It will be read and reread; I won't get and retain all of this in one or two times through.

Excellent book!!

Thanks much,

”

—DAVE GRAY

Secrets From The Lost Art Of Common Sense Marketing IS THE ORIGINAL TITLE/ FIRST EDITION OF *The Entrepreneur's Guide To Common Sense Marketing*