

SMALL DISPLAY ADS

By Troy White

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Are YOU Making The Most Out Of Your Customer Relationships?

**Announcing a FREE service to help you attract
more clients and improve your cash flow.**

Calgary, AB - It's a proven fact that up to 63% of your clients will buy elsewhere due to indifference. Learn how to *maximize* your customer relationships... while improving your bottom line bank balance. Depending on your business, a 5% increase in customer retention CAN mean up to a 95% boost to your year end profits.

To receive your FREE training dvd and 2 marketing booklets (*Creative Marketing Tips and Maximum Profits In Minimum Time*), all designed to helping find the greatest opportunities to improve your marketing, fill out the form at CreativeMarketingTips.com and everything will be mailed out to you immediately.

Or, if you prefer to leave your name and mailing address via message – leave your details at 403.259.4566.

This is 100% free. There are no sponsored links, no pop-up ads, no banner ads and nothing you have to buy.

Why? Because Business Edge Readers are among the best entrepreneurs I've ever worked with, and this is my way of giving back. (*go to the website to find out who I am*). See the webpage for Forbes endorsement of this material.

One last thing: in 2006, one of my clients sold 1,175 products in 48 hours during a new launch - - another sold 20,500 books in 24 days, ALL using the techniques you get here for free. Call now. No catch.

(this ad brings me exceptional results
every single time it is run
– in a paper full of ads)

Small display ads...

You see them everywhere!

They are plastered all over the local newspapers.

They are in the phone book.

They are on the internet.

They are used as brochures.

They are used in email promotions.

They are used on eBay listings.

They are used on web pages.

They are used as handouts.

They are everywhere
and, are being done COMPLETELY WRONG!

How do I know this? Testing – and history. History has proven that the way most people write display ads is guaranteed to BOMB.

My own tests prove this still applicable in 2007 and beyond.

And yet, when a small display ad is done properly – it is an automated ATM machine. It will bring you in consistent numbers of leads every time it is ran. The leads will be high quality. The leads will convert easily to paid buyers – again, using as much automation as possible.

For example, I run a small display ad (you will see it below in the examples section) in the local business paper. The paper comes out bi-weekly.

Every single time that ad runs – I get 30 – 50 QUALITY leads.

Not only that, those leads convert better than leads generated via other means. And they buy more – at higher prices – and more often. Which is the panacea for most entrepreneurs; more leads, better quality leads, high conversion numbers to buyers, buyers that buy more, at higher prices, at higher frequency.

So why do people continually complain about their ads not working?

Because they are doing them ALL WRONG.

- *They listen to the advertising sales reps on what makes a good advertisement.*
- *They listen to the same old line – “ you have to run your ad more often, for longer periods of time before people become familiar with you and start buying” Reality shows that if your ad generates no response the first time it runs – it will NEVER make real money. While not everyone buys form first exposure – some do – and if you cannot get them to ask for information – you will never get the hard to sell types.*
- *They copy the other ads from the same industry (again – written by people who have no clue what makes for a great advertisement).*

- *They run them in the wrong places.*
- *And they do not understand the basic fundamentals of good advertisements and sales copy.*

One last thing most people do completely wrong – they **SELL THE WRONG THING IN THE AD!**

They try and sell a car in an ad – would YOU buy a \$50,000 car from a 200 word ad?

They try and sell house painting from an ad – would you trust some contractors to come into your house - \$3,000 check in hand – just from a small ad?

My point is – you can not, nor should not, try and sell your main product or service from the ad. People like to know what they are buying – and why they should buy from you.

To do that... you must educate them.

For example:

A house painter came to me to place his first yellow page ad. He was going with a double business card style ad. *The advice from the Yellow Page sales rep?* Look at all the other ads in the house painting section and makes yours like that!

Funny thing, I know a couple former yellow pages sales reps – and THAT is the summary of their training on advertising – “look at what everyone else is doing in the section and make your clients ad similar to that”.

Sad – but true.

Anyhow, all the other ads in that section place the company name at the top of the ad (usually taking up 20% of the space). They show a ladder and a can of paint. They say “free estimates”, “quality workmanship”, “bonded and insured”, etc. They ALL say the same thing!

Now THAT certainly makes it easy on the buyers to choose one from the other. Wrong.

To stand out – you do the OPPOSITE – not the same. Here is the ad I wrote for him:

“Before Painting Your House... Be Warned!”

Your choice on painting your home is a difficult one. How do you know who is going to give you what you need? How do you know who to trust? How to you choose from all the contractors out there? I've just made it easier for you.

No obligation, no pressure - you will receive honest advice and the best value available for your investment. Don't just say yes to the lowest price. Your home is your largest investment you will probably make in your life, make

sure the people you are inviting into your home will treat you, and your home, with the respect that's deserved.

Receive a free report I put together for you called **“The Top 10 Things You Need To Ask Before Hiring A Painter”**

This report is yours - I can mail it to you, or bring it with me on our first meeting. This is as fair as I can be. Since we are considering a long term relationship, I don't want to make any mistakes. I don't think you do either!

For your free special report and consultation, without obligation,
call Mark Savoie, Savoie Painting **403.710.2929**, savoiepainting@yahoo.ca

“If you're thinking of painting your home this year, call Mark before calling anyone else! Mark was exceptionally professional and completed the job on time and on budget. You have my highest 5 star recommendation. Thanks again Mark, name”

Notice a few things:

- 1) **no company name as your headline** – people could CARE LESS how creative you are with your company name – they want to know what you can do for them
- 2) If you are reading the yellow pages, painting section, and you see all those ads looking and sounding the same – then you see the ad that says “**HEY! Before you call any of these other guys – you have better read this one first**” – and it looks like a newsworthy article – would you not read it?
- 3) Notice you are raising questions in your ad that they have never thought of. And they need to.
- 4) Notice it **looks like an article** in the midst of all these ads (articles get 7 TIMES as many readers as advertisements – make it look like an article!)
- 5) **Notice there is a testimonial.** The name was not there as this was the draft ad before the persons name was actually input. This was the ONLY house painter ad that used PROOF via testimonials.
- 6) **Notice you are offering an education.** They can learn about house painting – what they should and should not be doing. All this before they make a decision on who they are going to use.

If they are looking through the yellow pages and your ad is the only one who provides this information – yours will be the one that the majority call. And from that, you will close more than enough business to keep you very busy.

You want to know what’s truly sad about this house painter?

He listened to the yellow page sales rep. It was his first ad – and he got scared. Scared to be different. Scared that this way may not work. Scared that all the other painters would hate his ad and ridicule him.

He did put in the testimonial – but he also put his name at the top – the ladder – the paint can – all the same junk every other single ad had.

Which is the reason why only 3% of the population ever succeeds – the 97% does what everyone else is doing. Marc has done well because he is an exceptional painter and businessman – but he could have done much better – faster – by using **the approach that is proven to pull in 5 – 10 times as many quality leads.**

That said, let’s get on to designing some ads for your business!

We are going to focus in on building some strong lead generating ads, and use those to start building your database and building you some long term clients and profit streams.

Rules Of Small Display Ads

Rule #1 Must Have A Good Headline – and possibly a different font as the rest of the ad

- All **Bold** - NOT ALL CAPS – which is difficult to read
- Your ad must **visually stand out** from other ads (look at the ads in the section you'll be advertising in and make yours look and sound different)
- **Either an attention getting headline – or a benefit based headline** (WARNING! STOP! IF YOU ARE ABOUT TO... or the Fastest and Easiest Way To Lose Weight... For FREE)

Rule #2 You must address the readers – not yourself

- Use "**normal people talk**" not "**advertising**" talk – make it sound like a conversation you would say to a prospect the first time you try to get their attention
- Again, you must **contrast** with others in the section – talk like one of them
- *Write your ad as if you are talking to one person only.* Most ads are written as if they are talking to a group (use words like you and yours – actually count the use of you and your versus I and we – there should be less than 5% of the use of I , me or we)
- When people are looking at ads – they are typically interested in buying – so always remember **you're talking with people who already have a burning desire for your offer**

Rule #3 Make Your Display Advertisement As Long As It Needs To Be

- **There is a false belief that you must keep your ad s short as possible** (again – false advice from people who have never been accountable for the results they get from their advertising. The more you tell the more you sell has always been true – and it always will be)
- **Always be addressing the benefits of what you provide to them – not the features.** List out everything about you, your business, your product or service – then ask “so what?” – do you answer that? Do you tell them what it means to them? What is in it for them to read your ad and to call or come by your business?
- **Sell the sizzle not the steak** – be clear on what makes your

Rule #4 Find a way to leave them with an emotion after reading your ad

- **Create a picture in their mind of their new lifestyle** – using your product or service – enjoying the benefits – thinking how glad they are that they used your service or bought your product
- **You must create desire** (you already know they want/need your product – or they wouldn't be reading your ad!, now make them want your offer right here and now)

• **BY FAR - the biggest mistake made - you MUST have call to action** (most people miss this one. ask for them to take action – request your report – get their free coupon – book a free consultation – make it a limited time offer – or limited quantity – or a single day of the week)

Below you will see some sample templates for creating your own 2 step lead generation system. What we need to do is start designing the ad, the report, and the sales letter – all at once.

- 1) Start recording newspapers, trade mags, directories etc where your ideal clients are reading – get their media kits – and pricing
- 2) Try crafting a step ad using the template below – send in for review
- 3) What information is most useful to your prospects? What is most interesting? Begin working on a 1 – 3 page special report you can use for lead generation. Ideally you hit on the Top 7 Dangers of Hiring a _____, or The 6 Most Important Tips For Improving Your Business _____, or a complete report based on industry research 10 Industry Trends That Could Endanger Your Business _____
- 4) When you are in your best “sales mode” do you feel differently than normal? How do you get yourself into that mode? I want you to tape record your best sales pitch. Either speaking to a real prospect, or to a friend or family member. Or, you can have me tape it and send you the recording for transcription (1 cent per word for transcription with Debbie at Internet Transcribers.com - lproctor3805@charter.net)

Sample 2 Step Advertisement

Best Headline (test in quotes and without)

FREE Report is yours for the asking...

If you seriously want to ... this may be one of the most important things you ever read.

My name is and I admit it... story continues.

I want to share with you my ... formula that guarantees you _____ ... FREE.

All you need to do is use what I give you and your ____ will improve. Why free? Because _____, and I have a little something to give back.

Call me at xxx.xxx.xxxx ... leave your info and I will send you the “Special Report Name” Report and a best selling book called “The Success Formula”.

Just call xxx.xxx.xxxx right now and I will mail it out to you immediately. No catch.

**One I ran with great success – easily modified to fit your business
(average price to run ad this size - \$400-\$500)**

**If A Corporate World Flunkie Can Write A
Simple Letter That Made \$47,857 In 48 Hrs
– What Can You Do In Your Business?**

FREE report is yours for the asking

If you seriously want to improve your income over the next 12 months, this may be one of the most important things you ever read.

My name is Troy White and I admit it – I'm a corporate world flunkie. Tired of it, I left to start my own business and discovered the 3 steps to growing your small business (and income)... rapidly. Easily repeatable, and simple to follow.

I want to share with you my 3 step formula that guarantees you double your income... FREE.

All you need to do is use what I give you and your income will improve. Why free? Because Business Edge has been a great group to work with, and I have a little something to give back.

Call me at 403.259.4566... leave your info and I will send you the "3 Ways To Grow Your Business" Report and a best selling book called "The Success Formula".

Just call 403.259.4566 right now and I will mail it out to you immediately. No catch.

This is the Free Report Offered – along with the sales letter that goes along with it. Try and understand what makes this sequence work – and how it can be modified to fit your business.

FREE REPORT

There are only 3 ways to grow your business... so don't make it too complicated - by Troy D White

www.SmallBusinessCopywriter.com

www.EntrepreneurialSpirits.com

wwwAutomaticPromotions.com

403-259-4566

“Turning Your Words Into Wealth”

Every single small business was started with a dream.

Provide good products and services, help others with their wants and needs, continually grow and strengthen, and lastly, to put a healthy profit back into the business so that the business owner can enjoy the fruits of their labor.

The breakdown seems to occur as business owners get wrapped up in day to day business and forget about the most important parts of their dream – growth and profits.

Without profit, you are closing your doors, employees are out of work and your clients have to look elsewhere for a new supplier.

A very sad day... that can be avoided.

Continual growth within your company is critical. And growth can happen one of 3 ways.

You can...

- 1) Get more clients
- 2) Get your clients to buy more products or services from you when they buy
- 3) Get your clients to buy more often from you

Almost 95% of business focus on only one of these – and that is one of the biggest mistakes you can make.

Everyone focuses in on getting more clients – and that's it.

Get more clients, get more clients, get more clients... and then once they get a new client and sell them something – they drop them like a sack of potatoes.

Never contacted again, never a thank you, never a reminder to buy again – just take the money and run.

Let me ask you this... when you buy something of value (let's say \$500 or more), it is a significant investment – right?

- You search high and low to find the right supplier, the right sales person and the right product for your needs.
- You finally make a decision and decide to buy.
- You plunk down your hard earned money.
- You walk out with your goods – take it home, set it up – enjoy it... and usually that is it – you never hear back or return to that store – right?

Sounds typical? Usually that is the case.

Now imagine this... two days later you get an urgent piece of mail (couriered to you) from the person you bought from. Inside is a nice little surprise gift and thank you card.

Very nice!

Not very often you even get a thank you , let alone a gift.

5 days later, you get another letter in the mail from that same person. This time, in honor of your patronage, they send you a \$50 gift certificate if you ever want to come back for something else.

Another week goes by and you get another letter – this time there is special offer for preferred clients on an item you have been thinking of buying but never got around to it. They are offering a closed door special evening with win and cheese, entertainment for the kids, and some nice door prizes for showing up.

What do you think the chances are that you would go back and buy again? **Ninety nine out of a hundred people would probably go back** – especially if they had been thinking of this type of product before – heck even just show up for the freebies and wine and cheese.

I am going to let you in on a secret...

The system I just described will bring you *up to ten times the amount of profits* you are getting now (and in many cases, much more)!

And yet, almost no-one in business does it.

Why?

2 reasons really – lack of knowledge about the system, and laziness.

That's it – one of those 2 reasons are what are holding you back from tripling or quadrupling your profits with relatively little work.

I am going to help you with the one reason – lack of knowledge.

From there, it is entirely up to you to implement it into your business.

Fact: If you use a direct sales force, it can cost upwards of \$300 per sales call now (based on recent research done). Time, resources, administration etc... all add up to cost you huge dollars!

Once you have a client – it is your duty to treat them like absolute gold. If you don't... someone else will. And the incremental cost to sell something else to this client is almost nothing.

Yet, most business owners forget this, and move on to the next new client... costing themselves another \$300 – **instead of \$0** – something is definitely wrong here!

2 examples: I asked a friend of mine the other day about his business. He has been in the renovation business for 15 years and has done well for himself. I asked him how many clients he had sold to in that period of time – approximately 5,000 or more had bought something from him. Then I asked him the clincher – have you ever asked them for more business or contacted them again? Guess what – no, he never has. Possible business lost – tens or hundreds of thousands of dollars. If he had a follow up system to contact them again – he would be much further ahead than he is today.

Another case: a couple years ago I invested \$2,000 in some children's educational products (books, videos, games, courses etc). It was an awesome package and they had a great sales process. Very happy with what I got for the money. Never once, did I ever hear from them again! I phoned the president and asked him about this – his attitude was that it is up to the client to contact them. Awful – I spent \$2,000 with them, and he thinks I should contact him again to buy more? If he actually had a program in place to follow up – I would probably pay \$50 - \$100 per month for additional products and services for my kids.

This is so common in business, that it is not funny at all. Each and every business owner with this attitude is losing thousands of dollars per month – without even knowing it!

So, how can it be fixed?

Like I said – there are 3 ways to grow a business. And I will share with you how any business can grow all 3 ways with relatively little cost – and incredible returns.

- 1) **Get more clients.** The most costly way to do this is with live sales people. You can mail out a physical letter to your target market for \$0.50. If you are mailing these to the right audience, and you have a very compelling sales pitch in your letter – for \$50 you can probably get 3 – 5 new clients. Much more reasonable than \$300 per call for a live person – you think?

And yes, direct mail works in EVERY business. It is cheap, effective and very powerful if done right.

Learning to write effective copy can be the most lucrative skill you can use in your business. Effective copy can be used in direct mail pieces, postcards, thank you cards, up sell offers, advertising, yellow pages, faxes, emails, web sites, business cards... the list goes on.

Learn to write effective copy!

Or find a copywriter that writes direct response copy.

Very important – do not hire an ad agency unless they write direct response copy pieces. Otherwise you will get a real pretty advertisement that wins them an award, costs you a small fortune – and doesn't get you one client!

Mail out direct pieces to targeted businesses and people.

You can buy or rent mailing lists from reputable list brokers – look up mailing list brokers in your yellow pages. Tell them exactly who you are targeting – 45+ year old males, white collar job, 2.5 kids, drives a BMW, makes \$107,000 + per year, has a dvd player and has 2 cats and a dog. Yes, you can buy lists that specific – the perfect client – yours for the mailing.

Test out 100 or even 500 names. See what response you get. You will surprise yourself!

Always remember though – the copy is the most important piece you can have in your sales arsenal. A good sales letter is as good as your best sales person. Basically that's exactly what a good sales letter is – a clone of your best sales person's best sales pitch.

(Hint: one of the best ways to write a sales letter is this – get your best sales person in their selling 'mode' (be it practicing or actually in front of clients) and have them record their sales pitch, along with objections and questions the typical client brings up. Have this tape transcribed into text. Cut it up and paste it together like

a real letter. Put a killer headline in there to get their attention. And test it out in a mailer.)

Direct mail will help you get new clients – period. So start using it. Especially in this day and age with the state of email and spam – direct, physical, mail is almost a rarity. Learn to use it in your business and you will rapidly grow your business and the number of new clients you have.

2) Get your clients to buy more. Let's say your average order size is \$147 based on past client's buying habits. Now let's say that you could get people to spend another \$50 at the time of purchase (called an upsell). This \$50 extra is much more profitable as they already have the check book or credit card out and are ready to purchase – so there is no cost of sale (except for the product cost). Usually upsells are where most of the profit is (would you like fries with that? This one question puts billions of dollars in the pockets of McDonald franchise owners pockets.) Asking one question – and raking in the extra money.

Find something else you can sell to the clients at time of purchase. If you don't have something now – go find something. Every business owner has one thing constantly on his or her mind – profits! If you know of a product that your clients would love – go to the supplier of that product and make them a deal. You will help them sell more products in return for a discount on the purchase price (so you can make some money).

Put some thought into this – **what else would your clients like to buy.**

Ask them.

Notice what other people are doing to up sell at the till or at time of order. Test it out in your business. And make sure that everyone that takes orders, is asking for the up sell. Doesn't do much good if only 30% of your people are asking the clients.

3) Get your clients to buy more often – most people only buy products and services at the frequency they should, when they are reminded. Without a reminder, it is very easy to forget... or put off. Think about it – without the dentist reminding you to book your check for 6 months from now – or your doctor making sure you get your yearly – it is so much easier to put it off for a while.

Right? Same goes with your own product or service.

If you have a product that is consumable, or should be replaced every xx months – make sure you are in a position to contact your clients to remind them.

Even if you have a one time purchase product, there are probably other products that you could sell to them after the fact. Maybe they replace the product every 10 years and just bought. What if there was a new special report that came out that shows the advanced secrets to using your products that has never been revealed before. Or maybe it is a car – should last them 5 to 10 years or so. What if one year down the road you offer them a deal

through a joint venture partner to give them an interior shampoo and clean that will extend the life of their interior by a couple more years.

Use your imagination here a little and do some brainstorming on **what else your clients could use that enhances their experience with your product or service.** There must be something. If you don't find it and bring it up to your clients... someone else will and they will start buying elsewhere.

Once again, the best way to keep in touch with your clients is through a direct mail campaign. **Every month or so, send them an offer for something.** Or even just send them a monthly tips newsletter – the point is to keep your name in front of them so that when they are ready to buy again, or they know someone that is ready to buy, then you are the first person they think of.

Many people get concerned about mailing their clients that often, thinking it is too much. It is not too much if you provide them with a good reason to get in touch, an incentive to buy from you again or a great story to tell. It is proven that if you make \$XXX dollars from your client list by mailing once a year, you will double the \$XXX amount by mailing twice a year. It will double again if you start mailing every 3 months and so on.

The optimal frequency is once a month – with a compelling offer, tip or story to tell.

To summarize... most of your profits will come from your clients AFTER they have first bought from you.

It is **your duty** to keep in touch with them, find out more about them, treat them like gold, offer them additional products and services that can change their life and make it more enjoyable for them.

Show them you are an expert in your field, that you understand them and their situation in life, that you have solutions to their common problems and most importantly that you care more for them than you care about your own business.

The day you fall in love with your clients more than you love your business is the day that you move forward at a rapid pace to living the life you have always dreamed of.

I wish you the best and may your days be filled with happiness and joy!

Best of success,

Troy White
www.SmallBusinessCopywriter.com
www.EntrepreneurialSpirits.com

403-259-4566
“Turning Your Words Into Wealth”
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SALES LETTER GOING WITH FREE **REPORT**

"If a Corporate World Flunkie Can Write a Simple Letter That Made \$47,857 in 48 Hrs...

What Can You Do?"

Monday 3:47 pm, Calgary



*Troy White, Turning Your
Words Into Wealth*

Hi Oscar,

If you seriously want to improve your bottom line income or profits over the next 12 months then the next 5 minutes you spend reading this letter will be the most important thing you do all week, month, or year.

My name is Troy White and I am a born and raised Calgarian. The only reason I mention that is to prove to you I am not some out-of-towner that flies in and promises big things then disappears on a plane the next day – never to be seen or heard from again.

**The sole purpose of this report is to discuss one thing
more money in your bank account...**

Does any of this sound familiar?

- **Are you tired of hearing of others making huge dollars in their own business... and wish it was you in their shoes?**
- Do you want to make more money – but just have not been able to find the right way to do it – on your own terms?
- Have you read the books, listened to the self improvement tapes – and still are not getting the results you want?
- **Are you sick and tired of all the crap out there promising, but not delivering?**

- Do you honestly know that you are destined for more in life than you are living now?

I can relate! I was there right along side you for many years. I tried import/export. I tried marketing other peoples products. I had my own business where my pay was directly related to the hours I put in – and the pay sucked! I have a loooooong list of things I tried to make work over the years.

I even have a STACK of business cards of all the ventures I started and ran over the years – soon - they are to be framed as a reminder of what I did to get where I am today.

This is not about me though – this letter is all about you – and showing you a simple skill that anyone can learn that guarantees you never again have to wonder where your next dollar is coming from in your personal, or business life....

- This **IS** about you earning significantly more money – working less than you do now.
- This **IS** about you learning a skill that can take you anywhere in the world that you want to live.
- This **IS** about you learning a skill that requires nothing more than a pen and a pad of paper as your tools.
- This **IS** about a skill that can exponentially grow a business with one simple letter or web site. *One client very recently (Feb 2005) made well over \$750,000 on a SUNDAY!* All by drivining massive amounts of traffic to his web site (and sales letter at the site). A certain percentage of people WILL buy every time (if done right).
- This **IS** about you discovering a skill that is highly sought after by businesses world-wide.

Lastly, this IS about you learning a skill that will help you market and sell any product you want... at a rate that dumbfounds all of the so-called marketing professionals that teach at your local community college.

You see, the skill you are about to discover is not something that is taught in the school system. **It breaks all the rules you ever learned in English.** It will shock you when you discover how simple it can be to learn. And it will pleasure you to no end when you see dollar signs adding up in your mailbox and bank account.

The world of copywriting is a world that is RARELY discussed outside the inner circles.

The top copywriters in the world get paid up to \$50,000 to write a letter for companies - PLUS – they receive 5% of the sales that their letter makes that company. Many earn well in excess of a million dollars a year.

I don't earn that much – yet. If I did, I probably wouldn't have much time to be writing this to you right now. You see, not only do the top writers earn

HUGE dollars – they are also in high demand and are typically booked up for 2 years in advance.

Imagine knowing that you will earn 6 or 7 figures a year for the next couple years – without having to find work – without having to answer to a boss.

All this is VERY possible with the power of words...

I was very fortunate to meet up with the right mentors and partners in this field early on. I followed their advice to a 'T' – and soon my rates tripled and even quadrupled in the matter of months. The system I learned from them will stick with me forever – and I will never have a lack of money thanks to the skill of copywriting.

If you ask others what a copywriter is – chances are they have never even heard of one. If they have, they may be misguided on what type of copywriter I am talking about here.

You see – when you look through a magazine or newspaper you will barely notice the advertisements that are there. They are usually done by an advertising agency copywriter... who is not held accountable for the RESULTS they get.

Frankly, those ads typically suck!

Not all, but most. How do I know? I base that claim on facts. Cold hard dollars. Does the advertisement make measurable money when it is ran in the paper or magazine? Advertising agencies usually don't care – they care if the ad wins awards – not if it makes money (and the 2 DO NOT go together). If an ad wins creative awards – it makes no money.

The ads that *make* money are different. VERY different.

It's called direct response advertising – and the world you are about to discover will guarantee you some significant life style changes. Direct response means that a company knows right down to the penny if the advertisement worked and made money. There are different techniques used to measure the response to the ad – but everything we discuss from here on in is based only on ads that have solid proof that they worked.

I have been writing copy for companies all over the world. **I get paid in US dollars** (gotta love that 20-30% boost to

"Troy, thanks for all your great work. Your copy is energetic and engaging and touches deep into the soul of the exact audience we are targeting.

Your last piece created over \$47,857 in revenues for us, within the first 48 hours... not only that... it all happened during the weekend which is absolutely the worst time to launch a new web campaign like this. Thanks again Troy, I look forward to many more successful product launches with your expertise at my side."
Joel Christopher, Best Selling Author

the bottom line!). Recently I started teaching these skills in a 2 day intensive workshop to business owners who are tired of dismal results in their marketing.

Now, I want help from you.

You see, there will never be enough copywriters out there – the demand for our skills will never end. Products and services need to be sold – or jobs are lost and businesses close their doors. **And you can help those companies (or your own company) pull in incredible sales gains with an effective advertisement.**

Look, I'm a corporate world flunkie!

I tried the big corporate world working for a large multi-national computer company. Hated it. Didn't like bureaucracy or paper pushing. **So I quit.** Went to smaller companies and that is where I learned some invaluable skills on how to grow a small business (I also saw quite a few of them fail for other reasons you will quickly discover).

A few years ago now I left out on my own... and quickly found (fortunately) some mentors and teachers that truly understood what it takes to make money in your small business and marketing.

Since then, I have helped hundreds of people with their marketing and advertising. Here are just a few of the industries I have helped:

Health Care, Authors, Children's Market, Chiropractors, Pets Products, Wedding Industry, Computers, Real Estate, Nutritional Products, Skin Care Products And Services, Weight Loss, Cook Books, Business Coaches, Personal Coaches, Seminar Promotion, Online Marketers, Spiritual Healers, Spiritual Products And Services, Copywriter Training, Network Marketing, House Painters, Plumbing Supplies, Restaurants, Printing Companies, Gift Baskets, Hypnotherapy, Sales Trainers And Coaches, Stock Trading, Ebay Training, Speaker Biography, Work At Home Moms, College Event Planning, Music Industry, Feng Shui Specialists, Web Site Developers And Hosts, Search Engine Specialists, Resort Property Sales, Art Gallery, Art Framing, Musicians...

to name a few...

Now, what does this have to do with you - right?

One thing I have grown tired of is seeing all these high priced seminars taking place – people investing their hard earned money in a hope that it will help. Then the seminar ends and they are left out to dry. I personally have spent \$5,000 USD on a single 3 day seminar so I know what a major investment like that can buy you. I have attended 3 of these, and numerous others priced at \$2,500 and less.

If you have ever attended seminars like this that are focused on business (or any other industry – they are mostly the same) you know the game. Tons of information crammed into your brain, a few sales pitches at the back of the room, and you are left to yourself to put to use the knowledge you gained.

The sad part is 95% of people who attend seminars do not put into use the information they learned!

Why?

Time and effort.

It takes a lot of time and effort to come back to your daily business and start implementing the techniques you learned.

So, it's time for something new!

Announcing the Corporate World Flunkie Breakthrough – the Innovative and Effective Way to Turn Your Small Business Words Into Big Business Profits!

Just a small sample of the skills you learn...

- One sentence statements that you can use on your business cards, faxes, correspondence, anything your prospects and clients see – that will make their jaws drop, their heads snap and the words **"what did you just say"** come out of their mouths like clockwork (when you can get prospects & clients to do this your competition literally disappears).
- Creating headlines that make money! In fact, **the headline is 90% of the success** in your marketing – yet 90% of businesses don't use them. See why so many people have poor results with their marketing? Learn how to do it RIGHT and your profits are guaranteed to improve.
- Print ads that make **more money per square inch** than Donald Trump could ever dream of (imagine a small 2" x 2" ad that makes you thousands of dollars every week).
- Simple, inexpensive, postcard campaigns that can make you some serious coin. **One art framing business turned a \$100 investment into \$2000 in 5 business days.** AND, every time they run the same promotion – they earn another \$2,000.
- Web pages that actually work! You are not in business to strictly entertain (you are in business to **entertain for a profit** – without profits you are out of business). Less than 5% of the millions of web

"While I'm tough on writers, he is one of the best young copywriters in North America today. I can recommend his services without hesitation"

Sincerely, Ted Nicholas, The King of Print Advertising and personally responsible for \$4Billion dollars worth of products sold with effective advertising

pages use effective copy to their advantage – **those that do** make obscene amounts of money from single page websites and promotions.

- Direct mail follow up systems that help you build stronger relationships with your customers, and have them waiting with anticipation for your next marketing promotion. If done properly, **you can mail your clients every week and they eagerly await what you are going to send them!** How's that for a change?
- The surprising "little-known" skill you need to develop before you can write profitable copy – no one else is teaching this.
- **Discover the art of headlines, which is responsible for 90% of the success of the advertisement.** A world class headline will ROCKET your sales through the roof quicker than a Donald Trump reality show. You will be trained in how to create million dollar headlines using my exclusive, never before disclosed, techniques
- How to access the **emotional keys that practically guarantee a sale**. You are full of emotion and your prospects are too – find the right emotion with the right appeal and they will literally be begging you to take their order and money
- Foolproof tips on **grabbing a prospect's full attention**, without which no one will read your copy. Your prospects are busy, distracted people. Get their attention in 7 seconds or less – or they are gone. You will learn exactly how to literally FORCE them to read your every word... and whip out their credit card in a frenzy after they are done
- Four ways to **improve every sentence** for maximum sales impact. Tight, compelling copy will keep them reading – discover how to edit and tighten like a pro – and ensure that they read your story end to end
- How to add features to your headlines that almost compel your customer to read the rest of the copy. With headlines being THE MOST important component of your copy – find out what is working today to pull in response rates 3 – 6 times higher than most professionally written copy
- **Discover what the phrase "salesmanship in print" really means.** This phrase has been used to describe exactly what copywriting is for 100 years now. Why is it important? And what is the real 'hidden' meaning behind the phrase?
- How to get the **envelope opened** when you send a sales letter. You cannot succeed without this technique. And it is easy to get confused on how to write copy for an envelope, or not write copy for an envelope. The numbers are in – discover which wins
- How to prepare that all-important first sentence of any piece of copy. This gets your prospect to continue reading. It is like a magnet that pulls their eyeballs to follow the flow of the copy. How to write that first sentence is something rarely talked about – yet next to the headline it can be **the most important grabber in your entire marketing piece**
- Proven tips which keep your prospect **reading continuously** throughout the copy. When you prepare copy the right way – people will read every SINGLE word you write. One of my mentors most successful letters is a 52 page "special report" that goes out – and pulls in an incredibly large dollar amount for his client every year
- How to identify the features and benefits of your product or service. Both are important but how you convey them to your prospects is critical. A **simple** 3 step system you can use to find the real benefits of your product

You also learn the 3 step formula I personally used to leap frog above thousands of other writers in rates, respectability and work! This alone will save you years of struggle and learning. It is designed to be as easy as it gets and will permanently re-wire your brain to be one of the best in the world! Guaranteed

and put them in words that ignites your prospects interest level to boiling point

- **Secrets which help you dramatize the benefits of your product. Benefits, not features, are the real sales hot buttons**
- What simple thing you can do when the copy is not profitable that can often **turn a loser into a winner**. Most of us realize it is not even feasible to be perfect all of the time and at times, your promotions aren't working. Learn what to do, how to do it and how to turn a losing promotion into a MONEY MAKING superstar
- **How to write a P.S. that can double your response.** Right after the headline, most people go right to the end to see the signature and the PS. If you have a killer PS, at time, you can close the deal that quickly (I have done it). They don't even read the copy - just the headline and the PS - then they order. Find out how to make your PS as powerful as your headline
- **13 unique secrets** to make your **order forms more effective**. Most order forms fail to do the job. But unless your order form does the job, no sales will be made. Did you know 99% of copywriters write the order form completely wrong, and at the wrong time? True. Learn how to write one that people will not throw away or abandon
- **5 tips on how to make your copy inviting and easy to read**. This alone will enormously multiply your selling power. Once they start reading your letters or promotions - you MUST make sure they there is nothing holding them back from reading the entire thing... stopping only to order
- Scientifically tested tips on **getting your prospect to order now**. Delay is death in the marketing world. Listen in on the secrets of creating one letter (that took Ted 4 hours to write), that FORCED the company to hire 7 people just to open the checks! That company only was looking to make \$200k from that promotion - they ended up making somewhere in the vicinity of **\$8 Million dollars - from a letter written in an afternoon**
- A 9-step formula that will allow you to prepare advertising copy (even if you have never written a word) **100 times more potent** than the best Madison Avenue ad agency
- Discover the **lost art of creating offers** which cause your product to sell like hotcakes. People are inundated with advertising - last I heard 3,000 per day the average person sees. When you learn this technique yours may be THE ONLY ONE they read that day
- How to create subheads which are so mesmerizing your prospects with short attention spans can just read them, and not all the copy, and still get enough benefits to order

"Troy White has the absolute gift to Turning Words Into Wealth! If you are serious about increasing your bottom line profits - hire Troy today! He will over deliver and will get you the results you desire. Grab him now and profit tomorrow!"

Dr Joe Vitale, Best Selling Author

What may be the most important part of this entire package...

- **87 Areas That You Can Immediately Make Money From With Your Newly Discovered Skill!** All this is great information and will help you make unlimited income for the rest of your life - but it is useless if you don't know how to get started earning an income immediately. If you have your own product or service right now - it is simple - use the techniques you learn here and you will see substantial gains to your sales and profits. If you don't have products right now - you need an action plan to make money - and here it is.

What this skill doesn't require...

Major investment – all you truly need to start is a pen and a pad of paper. Not earth shattering stuff here – just some simple techniques to put the right kind of words onto paper.

Luck – to make money in this business it actually has nothing to do with luck. In fact, there is nothing in this business that cannot be measured, right down the penny. So luck is not a necessity

Education – this actually can work against you if you let it. You see, what they taught you in English class – does not work in the real world of selling your products or services via copywriting. You have to write to a grade 7 level of reader (more on why this is important in the course)

Talent – the art and science you are about to learn is something that ANYONE can learn. There is a fast track method of learning that I will share with you. I personally used this method to double my rates in 2 months – and you can too.

Experience – there is a serious lack of people like you in the marketplace. Business owners NEED your help. Your experience is secondary – all they care about is RESULTS! You will learn how to give them the results they need, no matter if you have never worked a job in your life. Experience means nothing in this game to get started.

Youth – my mentor Ted Nicholas still writes copy 6 hours a day – and he is into his 70's now. He exercises 2 hours a day and writes for the remaining 6 hours a day. His writing has turned an almost-bankrupt basement run business into a \$100 million dollar powerhouse in less than 6 years – all with the power of words. Youth is not necessary to succeed in this.

Troy wrote an advertisement and a special report for me that I had to stop using! Not because it wasn't working - but because it was bringing me in too many leads!

**Thanks Troy... you are my new secret weapon to build my business.
Donna-Lee Powers,
Calgary**

It does require this though...

Belief in yourself, a commitment to break free of your present day situation, and, a desire to build a better life for yourself. Ok, and some basic smarts to follow the template I give you.

What I will share with you works. It works for me and works for many others across the world. We are an elite group though – few people actually even know what a copywriter is. The mega-rich business owners DO know though. Chances are, they have used copywriters over the years to reach the levels of success they are experiencing now.

Joe Sugarman – sold millions of pairs of his BluBlocker sunglasses through effective copy

Ted Nicholas – went from \$100k in debt to debt-free and \$200k in the bank – within 6 months! All due to the power of copywriting

Joe Vitale – used to live on the street – now living a truly wonderful life and commanding a healthy 5 figure sum to write a letter for others.

John Carlton – works 6 months a year on average and makes HUGE dollars writing for others when he feels like it (\$25k per letter minimum)

Gary Bencivienga – charges \$50,000 per letter plus 5% of the take. Earning well in excess of a million a year

Gary Halbert – wrote a one page letter that made him so much money that he had to hire a team of 23 people just to open the envelopes in his mailbox! This single letter sold ten's of millions of dollars – of a product the people could have gotten for FREE!

And untold thousands of direct mail marketers that use effective copywriting techniques to earn themselves as much money as they want in business and in life.

Did You Know....

On June 17, 2002 USA Today reported...

**"In 2001, direct marketing
ad expenditures grew in a
tough economy, while
traditional ad spending
shrank. Sales generated
from direct marketing rose
9% to a whopping \$1.86
trillion in 2001!"**

And continues to grow at a RAPID rate! You are needed.

Direct response advertising can reach hundreds or thousands of people in a day
- much more than with live sales reps.

No more cold calls - let the direct marketing pieces you create do it for you and you ONLY have to work with warm leads - or paying customers.

This is no bull...

- Effective marketing materials WILL put more money in your bank account.
- Effective marketing materials WILL create additional profit streams (a strategy that is revealed in the course manual).
- Effective marketing materials WILL help you create a client list worth its weight in gold (and you will be taught how to mine that gold as well).
- Effective marketing materials WILL allow you to work less and earn more.
- And the skills to write effective marketing materials WILL allow you to replicate your success in any business, or industry, you desire.

Results are guaranteed. That is rare in itself in this day and age.

Now, how much is the course – right?

As a test campaign, I am pricing this extremely low. Why? Because I want to test the waters here with response. And I want to help out a few friends I know personally get the help they need that cannot afford my \$3,500 USD (minimum) price tag.

I am offering you the opportunity to work with me on this home study program follow up program for only \$127 (CDN), \$97 (USD).

Not only that, I will throw in a whack of bonuses for free...

Bonuses Goods You Will Receive

#1 Free Critique of any 3 marketing pieces you want improved. This alone is a \$600 minimum charge outside of the clinic. I will go through your ad you write (with your newly discovered writing skills) and fine tune it so it pulls in more clients, and more money. You will receive headline ideas to test, bullet points to test, order form tweaking to get more orders - everything you need to make more money with your ads. (value \$600)

#2 The Success Formula Book - a must own book with the 3 most critical skills required to become successful in life and in business. Bob Burg is a fantastic writer and a great guy as well. (\$5)

#3 Binder full of notes, headlines, bullet points and sample ads you can use from here on in to make your ads pull in money quicker than a late night infomercial (value \$197)

#4 Profit Secrets Revealed - my own creation and a great guide to what I believe is understanding the true essence of growing a small business. Done right, done properly. (value \$27)

#5 Unlimited Email Support for 90 days considering my hourly rate is \$250 per hour – the price on this is hard to measure. The fact though – I am here to help you use these skills to make money. Follow my system and you have a number of opportunities you can start with. I will show you what to do first, second and third. And I will show you where the real money is. (value – significant)

\$60 Investment - \$1,200 PROFIT
– enough said! Troy's techniques work and will make you a ton of new marketing profits. Don't miss out on this chance – the returns are amazing – and RAPID!
Jennifer Burgess, Full Circle Hypnosis, Calgary

#6 An 87 Minute Audio Webinar walking you through the simple ways to turn your words into wealth. This seminar was a \$47 investment at the time and was credited with creating some kick butt advertisements for the people who attended – yours free. Pop in the CD and sit back and start turning words into wealth. (value – \$47)

#7 Entrepreneurial Spirits – The \$10 Billion Dollar Book. 53 authors shared their thoughts on creating financial abundance using some unconventional approaches. Did it work? \$10 Billion dollars worth of proof! (Value \$37)

Total Value in bonuses – \$913

Here's the catch: First, you have to work at it. The ads you can create will make you serious money... but you do have to work at it to earn it. Once you start getting your stellar results in from your business, I will be asking for a quote or testimonial from you. This will help you market your business as well (I will provide your business information and links from any place I use your name and testimonial).

You are 100% guaranteed as well

I realize that you don't know me that well yet so I am going to back this offer up with a guarantee you cannot refuse. Reserve a copy of the course (details on reservation sheet at end), read through the information, test it out to prove I know what I am talking about. **Take a full 365 days to test it out and make yourself some money with the tools you have. At day 364 you can then decide if this is delivering on the promises made. If you feel it did not deliver on the promise – package it up and send it back to me for a no-hassle, 100% money back refund.** Not only that – KEEP all of the bonuses.

You can keep \$931 worth of freebies just for giving it a try.

How much more fair can I be?

Reserve your copy today – right now before you forget – on the form attached.

To your success,

Troy White – "Turning Your Words Into Wealth"
403.259.4566 (phone)
403.259.2092 (fax)

PS – Your success is guaranteed in the Marketing ESP Package. Either you walk away with a free education that will put thousands of dollars in your pocket, or you walk away with marketing materials that are guaranteed to double your profits. No matter what, you win. For \$127 you definitely have nothing to lose and everything to gain! Reserve a copy. I look forward to working with you.

PPS – This system works! **There is almost unlimited demand and opportunity out there for those who master this skill.** With 4 BILLION web pages out there – you have massive opportunity for finding paying clients immediately. Every single web site that is trying to sell a product or service needs your help. Let alone, the hundreds of thousands of businesses in Canada alone that need your help.

Have your own product or service to sell? This is the quickest way to put cash in your pocket immediately. A 3 word change in your marketing can product a 500% increase in profits! Learn how to master this skill now – and reap the rewards tomorrow. **I guarantee you will never look back.**

ANOTHER 2 STEP ADVERTISEMENT

“Can Success Really Be That Easy?”

Truthfully – yes. But, also truthfully – no – the majority of the time. You see, success is something that any one of us can attain... it may not be easy... but with the right things in place it is inevitable. I would email him back

If you are seriously interested in taking your life to the next level then what I am about to share here may shock, disturb and annoy you. But it is the honest truth that you must hear.

This is the truth that put \$50,000 into my pocket in one month

It is the same truth that many of my clients have used to launch successful business, get better paying jobs, lead healthier and happier lifestyle – and help people feeling down and out discover their true calling and life purpose.

My name is Larry Wayne and I have something I want to share with you. But, you must listen closely as some close minded people may dismiss this before they even give it a serious thought. Yet, it WILL help you live a better life.

37 years ago I discovered something that helped me get 99.5% on a college exam – without studying! Since then, I have found this same thing has created more success and happiness in the world than perhaps anything else out there.

What is it that makes success so easy for some?

I am talking about the ability to use your given inner-power to control your destiny. You have all the power within you that you need to accomplish great things. You can create as much money as you want. You can live a life in complete happiness. You can eliminate negative situations and people from your life. You can heal seemingly insurmountable health problems. The list goes on with hundreds of situations you can improve when you understand and tap into this power.

I have been coaching others for 35 years on what this power is and how you can use it to its fullest potential.

Now it's your turn...

Call me today at 403.228.0300 and we will arrange a free consultation. All I require of you is to show up with an open mind and a deep-seated desire to change the direction of your life. We will sit down for 30 minutes and find out what you would like changed, and I will share with you how I have been able to transform hundreds of peoples lives and futures with the use of their inner power.

It's simple. It's within you now. It's very powerful. It can create the future you have always dreamed of.

Discover how to tap into it - and use it to create anything and everything you have always wanted.

Call me today for your free consultation at my office.

OTHER EXAMPLES AND TEMPLATES

"How to Save (Make, Earn, Find) a Ton of _____, _____ With More Ease and Make Sure the _____ Stay Away From Your Home (Business, Bank Account)!"

This FREE special report is yours for the asking, courtesy of _____ who is a specialist in _____. Call toll free xxx.xxx.xxxx today, and make sure you ask for the _____ report. There are very limited copies available of this special report, so please call soon. Plus, if you are one of the first 25 to call and leave your details on the recorded message, you'll also receive a special bonus gift!

NEXT TEMPLATE

"How to Guarantee Your Entire Family Gets Their _____ For ... FREE!"

(name)_____, The _____ Expert, Welcomes You and Your Family For a Tour of Her Fun and Friendly _____. Please call Jenny, our _____ Tour Manager on xxx.xxx.xxx and she will find a time that is perfect for your schedule. You know what else? We absolutely LOVE children under 8... they'll be spoiled rotten here (they may even get a free gift or two) - they may not want to leave (warning: leaving your children with us for the day or night is NOT part of the tour!)"

18 Point Checklist To Improve Your Conversions

Ahhhh, the promise of a guaranteed winner.

Wouldn't it be nice to know with 100% certainty that your marketing would bring you maximum return every time you ran it?

While there is no guaranteed formula that ensures 100% success in your marketing efforts, there ARE simple steps you should follow.

Here is a simplified template you can use to evaluate your ads, sales letters, emails and web pages. This will at least tell you the areas you can improve on – from there - the testing of the right message to the right market will tell you everything else you need to know.

Rank each of the following on a scale of 1 to 10 (1 being weak in this area – 10 being the strongest possible)

*** Headline ***

(Does your headline work to compel readership? Does it share a startling fact or claim? Does it intrigue you to read further? Is it newsworthy?)

*** Headline Design ***

(Reading it out loud, does it flow? Are the line breaks in the right places?)

*** Promise/Curiosity ***

(strong or weak? If you WERE your ideal buyer - which you usually aren't – would the promise force you to read every word of your ad? Would it make you get up off the

couch to find your reading glasses to make sure you don't miss anything? Would you give up watching your favorite tv show to read the ad?)

*** Subhead ***

(Does it follow logically from the headline? Does it further the intrigue to continue reading? Do you use subheads throughout the body copy as well?)

*** Opening Paragraph ***

(Does it suck you in to read the first line? The second? Would it make for a good one-on-one sales script when standing toe to toe with a prospect?)

*** Offer ***

(Is it crystal clear what you are offering? Does it tell them what's in it for them to invest their time reading your ad or letter?)

*** Advantages ***

(Do you offer strong benefits? Are there a large number of them? Are they creative and not obvious to the majority?)

*** Positive, believable language ***

(Does it read enthusiastically? Is it believable and not promising something that no sane person would believe? Positive language?)

*** Your egometer ***

(Count the mention of 'I' versus 'You' – if there are more 'I's than 'You's then rework it. You should aim for 95% mention of 'You')

*** Readability ***

(Do you use short, simple words and sentences? Are they easy to read? Could a grade 5 student read your ad without stumbling? Have you used the Readability score in Microsoft Word to determine what grade level you have written to? Aim for grade 6 or 7 readability level)

*** Structure ***

(Is it pleasing to the eye? Lots of subheads used throughout the text to break it up?)

*** Personalized ***

(Could it easily pass for a personal letter from you to them? Would they believe it is a personal letter? Or does it look like the typical cold commercial ads you see everywhere?)

*** Complimentary grabbers ***

(Do you use photos with captions? Bizarre and unusual graphics or cartoons? Screen shots? Sidebars with testimonials or short stories?)

*** Proof ***

(Do you show ample amounts of proof that you deliver? Use testimonials with strong benefits they received from using your product or service? Use their full name with no initials?)

* Close *

(Do you ask for the order? Do you give them compelling reasons why they need to order now? Do you compare the difference you will make in their life if they DO order – compared to if they DON'T order and their life stays the same as it was before?)

* PS *

(Is your PS strong enough to compel them to read further if they scanned straight to the PS? Does it summarize the main offer and/or announce a surprising new bonus? Could the PS be used as the text in a small display or classified ad?)

* Line length *

(Do you keep the number of lines per paragraph under 7? Or do your paragraphs read like a textbook? Keep them short. Do you mix in one line – even one word paragraphs?)

Your total score can be a maximum of 180 points. This is a guideline to show you simple things you may have missed – or that could be improved upon before testing your marketing materials. The higher the number, the more likely the ad will work.

That said, there is no fail-proof formula to an advertisement or sales page – it is completely up to your testing.

If they buy from your offer (assuming you are targeting the right people) – then you now have a control piece you can test against and try and improve. If they don't buy from it – back to the drawing board to find out why.

7 ways to improve your copy... **Copy is king... if it's done right.**

It also will not make or break your offer if you do not have a good product or offer put together, if you do not have a good list to promote to, and if you are trying to sell something that you THINK they want but have never asked if they truly want.

Lets say you have those things in place.

Here are 7 things to spice up your copy so it performs better (aka - makes you money)

1) Re-write it so it sounds just like a conversation you would have with a friend of 10 years that has expressed interest in what you do. Someone you are comfortable with. Someone you can cut through the bull with. Someone you can be brutally honest with.

Someone who will take action. Write to those people and make it sound just like a conversation - and your results will improve.

2) Take out the first 2 paragraphs of your copy. Think of it this way - it is just like clearing your throat when you get up to talk to a group of people. Unless your voice is warmed up you will need a few seconds to get going. Same in writing copy. The first few paragraphs can typically be taken out and have a more powerful impact. Try it.

3) Take your headline out and run it as a classified ad in an appropriate paper. If it does not pull calls or inquiries - you can make it stronger.

4) Test a 2 step offer. The first thing your prospects see is an ad that compels them to ask for free information. Not trying to sell them anything in the ad. You are convincing them you have some free information that is very useful. Then in the report and follow up - you can go in for the sale.

5) Shorten your paragraphs. You see it all the time online - long blocks of boooooorrring text. Break them up - the best range is 5-7 lines MAX per paragraph. Much less intimidating online.

6) Have someone else (preferably in the 12-18 year old range - even younger) read it out loud. Listen for points they stumble on and make sure you make those parts smoother.

7) Get rid of the word "will" as much as possible. Example - "this will make your goal setting much easier" - eliminating will makes it "this makes your goal setting much easier". That simple step and word deletion adds power and impact.

Again - copy can always be tested and improved until the results show negative effects on sales.

Try new things - you never know what will be a hit.

7 Time Tested Tips **for Making Your Advertising Work**

The entire marketing and advertising business is backed on testing. If you are not testing different marketing methods, different advertisements, different media, etc., then you will never know what works and what doesn't.

It's not exactly rocket science what I just said - but the fact of the matter is that less than 5% of businesses test anything.

So if it is so simple - why aren't more people doing it?

Laziness, time constraints and lack of knowledge are the most common reasons I hear.

I can't help you with the first 2 - but I will share with you a number of marketing ideas you can test.

Try one - measure the results, then test another. You are looking for the most powerful marketing method that you can continue to run for months/years to come.

(1) Tell a story – one of the best ways to pull your readers into your marketing and get them to buy. The Wall Street Journal runs a one-page story talking about Two Young Men – both from the same upbringing and neighborhood - how one went on to accomplish great things and the other went about life with dismal results. This incredible story has been running for decades now and in that time it has generated billions of dollars in subscription sales.

(2) Use clichés like “sick as a dog” – people can relate to them and there is a comfort feeling around them. As well, most people talk in clichés – so you must write like you talk. But a word of caution, do not over use them.

(3) Never write any marketing pieces if you do not believe in what it is you are selling or trying to accomplish – it will be very obvious to the person reading it that you don't believe it.

(4) Don't try and be cute or sophisticated. Be sincere, educational and passionate in your writing. Do whatever it takes to get into a peak emotional state before you start writing – be it music, exercise lots of coffee – whatever floats your boat.

(5) Write to a grade 7 reading level. This can be easily checked in Microsoft word – go to “Tools at top – then – Options: then Spelling and Grammar: check the box that says Show Readability Stats. Every time you do a spell check from now on it will tell you what grade level your writing is at. This is your lowest common denominator and a guideline you must use in all your business correspondence and advertising – unless you know without a doubt that 100% of your market is at a Ph.D. level.

(6) Pretend you are sitting around a fire with one of your best friends. You know that they have some possible interest in what you are selling. But they are skeptical at the best of times. What would you say to them to get them to try it out? How would you say it to them? This is exactly what your ads need to read like.

(7) Always use real postage stamps on your envelopes – never metered mail. Make it look as personalized as possible – not like it came straight from a machine.

There are 7 simple ways to get better results in your marketing and advertising; but they are useless if you don't try them.

3 Simple Things to Try **To Improve Your Marketing Results**

(1) Test this out – write the letter ad as if it is coming from your spouse to them. Pretend that you didn't know about it and your spouse did this behind your back. Sign it in their name. Explain why it is from them – what they are doing – why they are doing it that way.

(2) When you have written your letter or ad – put it aside for a day or two. Then come back to it and read it again. Still strong? Many times this break will show you areas that you totally missed the previous times you read it. Another hint – read it backwards – starting from the end... one sentence at a time.

(3) Always test your new ads and letters to your existing client base. Test a small group first – see what results you get. Then test larger groups of your clients. If it does not convince them – it will NOT convince people that have never heard of you before. You can take that to the bank!

Again, it is the simple things in marketing that can have the greatest impact on your business!

How much will you invest in your clients?

The Evolution of a Successful Marketing Campaign

Despite what many may tell you... successful marketing does not happen overnight. It takes time, testing and a plan.

You may be extremely surprised to first learn that some marketing and advertising campaigns are considered a success if they break even. If you spend \$500 on the ad placement and you get back \$500 in profit – it may be a great success for your business.

WHAT? How can breaking even be considered a success?

Most business owners never put 3 seconds worth of thought into what the lifetime value of your clients may be. Lifetime value of a client is calculated by adding up the initial purchase (averaged out) of a first time buyer in your business, times the amount of times in a year they buy from you, times how many years they stay a loyal client.

For example:

Hairdresser

First time client = \$25
Average times / year = 10
Average years as client = 3

Multiplied out makes each and every client worth \$750 to the hairdresser (25x10x3)

If you are a hairdresser and look at each new client as being worth \$750 to you – what are you willing to do to get more clients? *Would you spend \$50 to make \$750?* I would certainly hope so. If not, let me repeat – each and every new client is worth \$750 to you. Bring in 10 new clients a week and you are adding \$7500 in new business a week. While you earn the money over the next few years – it is money you NEVER would have had.

Do the math in your own business – the numbers don't lie.

Now, here's the real exciting part. The key to lifetime value is to increase each number by small (or large) amounts. For example:

Hairdresser – Doing it the old way

First time client = \$25
Average times / year = 10
Average years as client = 3

Hairdresser – Doing it the new way

First time client = \$35 (by adding up sells and products at till – and making sure everyone knows about them – most don't sell hard at this – an extra \$10 at minimum)

Average times / year = 10 = bump up to 12 times – once a month – through consistent reminders and bonuses

Average years as client = 3 = bump to 4 years = treat them better and they will not leave as quickly

Now look at the numbers = \$1400 for every new client (35x10x4)!

By putting a little more effort into getting them back more often, buy more while there and staying a loyal client longer you have almost doubled what they are going to spend with you!

All by paying attention to them and making sure they get the best possible services and treatment possible.

Now, how much will you spend to get a \$1400 client for the first time?

Do the math and your world will quickly expand as you see the big picture.

Get your pen and paper out – and start adding!

Waterskiing and Wealth From Your Marketing

Imagine how powerful it would be to create a company that people will **spend gobs of money with** - and leave (hours later) with only a memory.

I saw first hand how emotion is used in vacation spots to get people to spend more money.

The place we stayed really built up the emotion behind renting one of their water ski boats. You got all these goodies to go with it, popsicles for the kids, and were highly encouraged to buy a disposable camera to capture the moments.

Did it work?

We rented the boat for 2 days and had a blast! A few photos to leave with- and a memory that will stick around for some time.

And the marina operator was driving some pretty nice SUV's and had some very high end boats there - plus their 2 vacation homes for the off season.

Emotion certainly worked for him.

How can you make this work for you?

First thing is first - what is the BIGGEST reason people buy from you?

If you don't know... your first step is to survey your existing customers.

Ask them specifically what they like the MOST about your products and services.

Ask them specifically what made them buy in the first place.

Ask them specifically what they would say to their best friend if they were recommending you

Ask them specifically what they would like improved or changed

Ask them what emotions are strongest when they think of how you helped them

Find out what makes them buy.

Then give them much more of THAT.

If they buy based on a feeling of safety - **build on it.**

It they buy based on a feeling of giving back - **help them see just how much they do give back.**

If they buy based on living a dream - **help them see themselves living their dreams.**

Help them feel passion about what you offer and you will become lifetime friends.

Start asking what fires them up (then put their advice into your marketing).

Getting Your Ego Out Of The Way

One of the most painful things to admit is that your marketing *sucks*!

Yet, 99 out of 100 marketing pieces could be better.

Mine included.

Just recently, I had to slap my ego upside the head and tell him to take a hike.

After numerous versions of a sales letter for a client - I came to the realization that I needed to start over - completely fresh.

Which is not easy to do after many, many hours invested.

But, what is important is the results the piece gets - not my pride. ***The pride will be rebuilt when the piece sells him a million dollars worth of products!***

Are you measuring your results in your marketing and advertising?

If you are - you know which pieces need to be redone - but are you redoing them?

More times than not, people sit on things they know should be fixed.

Here is the easy way to get your ego out of the way and build yourself a drastically more responsive marketing piece.

(1) Admit that it can do better

(2) Forget everything you know about your product or service and START OVER from square one.

(3) Re-read all your marketing materials from your customer's eyes (the key to this is to get out of your own head and put yourself in your buyer's shoes).

****>> Imagine your perfect customer asking you this "if I knew what you know, would I truly want to buy what you are selling? Why?"

(4) List off features on one side of the page and benefits on the other

(5) Pick ONE BIG BENEFIT and make that the sole focus of your next marketing piece.

(6) Write to them as if they are the most important customer in the world to you (because they are).

(7) Count the mentioning of the words "I" versus "you" - you should have 5-10 times more "you" than "I" in your copy. Your customers don't really care about you (the "I" in your copy) - all they care about is what you can do for them.

(8) Read it out loud and fix any spots you stumble over.

(9) Test it out and compare it to your last version.

Chances are it will outperform the last by extreme amounts.

It is not about your pride or ego - it's all about your customers, keeping them happy, and keeping them buying.

Try it out and see for yourself.

Headlines To Use

- ☐ They Laughed When I Sat Down At The Piano - But When I Started to Play!
- ☐ Profits That Lie Hidden In Your Farm
- ☐ How I Made a Fortune With a Fool Idea
- ☐ Do You Do Any Of These Embarrassing Things?
- ☐ Six Types of Investors - Which Group Are You In?
- ☐ Does Your Child Ever Embarrass You?
- ☐ To People Who Want To Write - but Can't Get Started
- ☐ How to Do Wonders with a Little Land!
- ☐ The Greatest reason in The World
- ☐ How To Rob Banks Legally
- ☐ A Startling Fact About Money
- ☐ How To Discover What You Are Really Good At
- ☐ How To Write a Business Letter?
- ☐ The Secrets of Making People Like You
- ☐ Advice to Wives Whose Husbands Don't Save Money
- ☐ How a New Discovery Made a Plain Girl Beautiful
- ☐ How to Win Friends and Influence People
- ☐ How to Swim with The Sharks without Being Eaten Alive
- ☐ Do You Make This Mistakes in English?
- ☐ Why Some Foods "Explode" in Your Stomach
- ☐ You Can Laugh at Money Worries - if You Follow This Simple Plan
- ☐ Five Familiar Skin Troubles - Which do You Want to Overcome?
- ☐ How I Improved My Memory in One Evening

- ☐ Suppose This happened On Your Wedding Day!
- ☐ Free Book Tells You 12 Secrets of Better Lawn Care
- ☐ The Secret to Being Wealthy
- ☐ To Men Who Want to Quit Working Some Day
- ☐ Imagine Holding an Audience Spellbound for 30 Minutes
- ☐ New Shampoo Leaves Your Hair Smoother - Easier to Manage
- ☐ Thousands Now Play Who Never Thought They Could
- ☐ Great New Discovery Kills Kitchen Odors Quick!
- ☐ For The Woman Who Looks Younger than She Is
- ☐ Check the Kind of Body You Want
- ☐ "At 60 miles an hour the loudest noise in this new Rolls-Royce comes from the electric clock"
- ☐ Why Wall Street Journal readers Live Better
- ☐ "Dear American Tourister: You Saved My Life"
- ☐ Girls! Want Quick Curls?
- ☐ You May Be Eating More Salt Than You Should
- ☐ Get Rid of That Humidity!
- ☐ How You can Get a Quick Loan of \$1,000
- ☐ Become a Well Paid Hotel/Motel Executive
- ☐ How To Get More Energy From The Food You Eat
- ☐ They Grinned When the waiter Spoke to Me in French
- ☐ Imagine Harry and Me Advertising our Pears in Fortune!
- ☐ My Sears Kenmore Sewing Machine has 9 Different Stitches - Imagine!
- ☐ How I Improved Memory in One Evening
- ☐ You Can Make Big Money Easily
- ☐ Get Rid of Money Worries for Good
- ☐ Keep Your Dog safe This Summer!
- ☐ Free to Manufacturers. Write for Brochures You Want.
- ☐ The Instrument of the Immortals
- ☐ For People Who Don't Have Time for Unimportant Books
- ☐ How To Avoid Mental Hazards
- ☐ Break Out of Jail!
- ☐ Tenants Mysteriously Disappear from the Carrboro Apartment Complex!
- ☐ Will You Help me Free Gina?
- ☐ Don't Even Think About Buying New Home Without Reading This Report!
- ☐ How To Start from Scratch and Become a PO Box Millionaire
- ☐ The Secret of Having Good Luck
- ☐ How To Get Rich Reading Classified Ads
- ☐ How To Form Your Corporation Without a Lawyer for Under \$50
- ☐ Seven Steps to Financial Freedom
- ☐ How To Write a Hit Song and Sell It
- ☐ Who is Making a Bundle and How
- ☐ How The Experts Buy and Sell Gold and Silver
- ☐ Want to Be a Legal Investigator?
- ☐ How To Write a Good Advertisement
- ☐ But What if You Could See Her Naked?
- ☐ A Little Mistake That Cost a Farmer \$3,000 a Year
- ☐ The Child Who Won the Hearts of All
- ☐ The Last 2 Hours are the Longest - and Those Are the 2 Hours You Save
- ☐ How To Burn Off Body Fat, Hour-by-Hour
- ☐ Is Your Home Picture Poor?
- ☐ "I liked this product so much - that I bought the company!"
- ☐ Why Some People Almost Always Make Money in The Stock Market?
- ☐ How Much is Your Working "Tension" Costing Your Company?
- ☐ Is The Life of a Child Worth \$1 to You?
- ☐ 161 New Ways to a Man's Heart - in This fascinating Book
- ☐ How To Give Your Children Extra Iron - 3 Delicious Ways
- ☐ Often a Bridesmaid - Never a Bride!
- ☐ Little Leaks That Keep Men Poor
- ☐ This is Marie Antoinette - Ridding To Her Death
- ☐ Take This One Minute Test!
- ☐ Here Is a Quick way to Break Up a Cold
- ☐ "I lost my bulges - and save money too!"

- ☐ Satisfaction Guaranteed - or Your Money Back!
- ☐ The Truth About Getting Rich
- ☐ Do Your Employee Work as Slowly as They read?
- ☐ The Most Expensive Mistake of Your Life
- ☐ 7 ways to Collect Your Unpaid Bills
- ☐ Need More Money!
- ☐ What Your Lawyer Doesn't Want You to Know
- ☐ Have You Ever Seen a Grown Man Cry?

Creating a "Calgary Stampede" Of New Clients

Yahoo...

Starting this Friday, Calgary (where I live) turns into a total country party town for 12 days.

The Calgary Stampede is an event that's been running since 1886 - and lays claim to The Greatest Outdoor Show On Earth. We get probably half a million visitors in to Calgary during the 10 day event (which is amazing since Calgary is 1 million people- we add 50% of our population in 10 days).

What would make people travel from all over the world to see the Stampede?

***> HINT: The lessons of the Stampede can easily be adapted to your business.

1) An annual event like no other - there are rodeos all over the world - but Calgary has a 1 million dollar rodeo purse so this is NOT like all the others. People look forward to the Stampede for months to come. The best Rodeo stars from across the world gladly come to Calgary to fight for the main prize.

Make your special events special - and something worthwhile coming to.

2) The customers "get into it" like no where else in the world. Imagine this... Thursday night before the party begins on Friday you leave your office all dressed in suit and tie (I remember it well - uhhgg). Friday morning - everyone from the corporate CEO's right to the mail clerks dress up in their western attire (hats, boots, belt buckles, and jeans). And they stay that way for the whole 10 days. WARNING: If you are in Calgary from out of town and mistakenly wear a tie - it WILL be cut off by the nearest person with a pair of scissors.

The customers dress the part and *gladly* become part of the culture.

3) The Party racks up there with the best in the world - many people save their money, and their livers, for the party that happens.

The saying for the week is: "Drink triples, see double and act single" - and lots of people heed that advice.

The bar staff is dressed skimpy enough to make Hugh Heffner smile with glee.

And people really do travel from across the world - JUST for the party.

Make an event so exclusive that they are willing to *do whatever it takes* to be there.

4) Tons of events, goodies, and freebies. Every day during the stampede you can walk down the street and catch yourself some free breakfast - pancakes, sausage and eggs (and if you catch the good private parties they are serving vodka and orange juice by 7 am - told you it was a party).

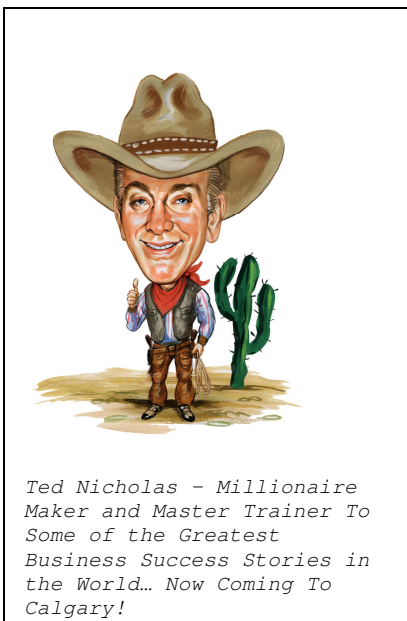
Line ups around the block for the Stampede Breakfasts (almost always complimentary).

Corporate Calgary's way of giving back and saying thank you.

5) It is unique to have an entire city dress, act and drink the part. Tons of fun (drinking or non) for the whole family. Great midway with tons of rides and things to do. The people watching is nothing short of amazing in itself. When everyone is part - it's a very amazing experience for everyone involved.

> Lessons from, The Stampede for Your Business <

- Make your special events special - and something worthwhile coming to.
- The customers dress the part and *gladly* become part of the culture.
- Making an event so exclusive that they are willing to *do whatever it takes* to be here.
- Giving back and saying thank you to all those that got you there.
- When everyone is part (from CEO's to entry level clerks) - it is a very amazing experience for everyone involved.
- Have fun and lighten things up a little and people will notice.



*Ted Nicholas - Millionaire
Maker and Master Trainer To
Some of the Greatest
Business Success Stories in
the World... Now Coming To
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WARNING!

259-4566 or troy@smallbusinesscopywriter.com

Fellow Entrepreneurs: Sick of hearing about all the money in Your city, yet your business is not seeing its fair share? If you are NOT seeing the great boom in your business, read this right now...

Swiss Millionaire Maker is being brought to Calgary on a private jet to share his most coveted secrets behind his \$4.9 BILLION DOLLAR SUCCESS STORY.

He has started, built, and sold 23 multi-million dollar businesses of his own. His most recent win? Taking a failing basement business (within a few months of declaring bankruptcy) and turning it into a \$75 MILLION dollar nutritional empire – in only 7 years!

Starting with only \$90, a pen and a pad of paper... Ted Nicholas has mastered the ability to build any business quickly, profitably and on a shoestring budget. After years of negotiation, Ted Nicholas is being flown to Calgary for a private event in early July. The Wild West Wealth Summit is going to showcase how Ted has not only grown home businesses into million dollar empires – but will also showcase how you can legally steal the exact same formula and blueprint into your own business.

**Ted Nicholas has a 100% success rate
in launching new products and services
- isn't it time you start seeing results like that?**

Ted Nicholas, plus the other millionaire-maker entrepreneurs and trainers will reveal:

Subjects covered:

- eCommerce and Web marketing
- email marketing
- direct mail and offline marketing for massive results
- publicity and media relations for free
- referral and word of mouth strategies
- advertising that works
- how to create the perfect brand behind your company
- Google and search engine marketing
- How to THINK like a marketer for massive results in minimum time

- **Learn how to build a multi-million dollar empire using both online and offline techniques.**
- Discover how to create a business that finally earns you what you deserve... *without having to work yourself to the bone.*
- **Revealed: the 1-2-3 Blueprint to transform your prospects from price shopping deadbeats to overnight raving fans**
- Drop-dead simple techniques to attract new clients and improve your cash flow
- **Master the art of evoking your client's emotions...**

As seen on:

troy@smallbusinesscopywriter.com



"Ted Nicholas has made fortunes for himself and others with his direct marketing knowledge. Treat any advice you get from this man as nuggets of the purest direct marketing gold, for that's what he's giving you."

--Gary Bencivenga, Garden City, New York

Why would anyone want to spend the 20+ years and millions of dollars you had to invest to learn what you've learned?"

--Donald Mikrut, Tempe, Arizona

What Others Are Saying About Ted Nicholas training...

"In five years, I went from a kitchen table operation selling tapes to having sales in excess of \$1 million each month. Last year we made the Inc. 500 list of fastest-growing U.S. corporations." - John Commuta

"Within 6 months of being exposed to Ted Nicholas' copy and marketing techniques, I increased my income by \$750,000!" Stuart Goldsmith

"Top secret. Ted Nicholas' techniques are worth millions of dollars in the right hands!" Blade Thomas - Former Marketing Director - Entrepreneur Magazine

"I work with many of the world's best marketers. Ted Nicholas' work has stood the test of time. He has proven his copy and marketing techniques for over 25 years. He is the best of the best." Vic Conant, President Nightingale-Conant, Largest Personal Development Marketer in the U.S.

"Not only is Ted responsible for hundreds of millions in sales, but he's an incredibly generous man who has shown others how to reproduce his success time and time again." -**Mark Joyner** #1 Best-Selling Author

"Ted's strategies earned me **over \$1,000,000** last year!" - Mike Enlow, Masters of Marketing, Magnolia, Mississippi

"Within the first 30 days after getting your secrets, **I earned \$30,000.**" - Francois Blot, Paris, France

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- Overcome any Cash Flow Problems You Face in 2009
- Attract All The Paying Clients You Can Handle
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