

# **Advertising Mistakes**

**Bonus Booklet**

***presented by***

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## **The Instant Profits Marketing Program**

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## Advertising Mistake #1

### Falling Into The “Lemming Syndrome”

This is the biggest and most deadly mistake of all.

As I write this, I am literally looking at hundreds of business cards and marketing brochures from professionals across the country. The time and money invested in these brochures easily runs into thousands of dollars. But, so many of them look alike and say the same things.

Are you following the Pied Piper... or marching to the beat of your own drum?

- ⇒ Look at your business card design.
- ⇒ Look at your letterhead design.
- ⇒ Look at your brochures.
- ⇒ Look at any other advertising you are doing.
- ⇒ No matter how expensive, does your advertising look and sound like a lot of other advertising?
- ⇒ Are you primarily advertising your name, face, company, professional titles, and track record?
- ⇒ Does your advertising and marketing make similar promises that everybody else makes?

Just because “everyone else” believes that the traditional method of image advertising is the way to get business does not mean that it is the only way...or the best way. Thousands of people go out of business, or miss a lot of business, because of “traditional” thinking. Don’t fall into the trap of being an advertising “lemming”! Break free from the crowd, and you can prosper!

Remember, there is an old saying that goes... “If you do what you have always done, you are going to get what you have always gotten.”

Or, another way to say this is... “The definition of insanity is doing the same things and expecting different results.”

See, if you follow everybody else, you’ll likely end up being like 90% of the people in business – on your way out or, at best, making a mediocre income. Our job here isn’t to try to turn you into some radical revolutionary. All we’re trying to do is to tell you that you should focus on marketing that does two things:

- (1) It gets the response that you want – it gets people to call you or come in, and
- (2) It lets you provide honest, ethical, professional products and/or services to the customers, clients or patients that you do get, so that you are making money ethically, having fun, and getting all kinds of referrals in an ongoing, successful business. A business that started and runs with marketing that appeals to what people really do want...instead of what you think they should want – which we will cover more as we move through the program.

But, for now, you must learn that being different is something you're going to have to accept. Sometimes being different means that other business people will not like you, or will think you are some kind of weirdo, or think other things about you that you don't want them to think. But against the reality of this is, who are you trying to impress? Are you trying to impress your peers, or are you trying to get and help customers who need your product or service?

Think about this hard, because if you are really scared about being different, this might not be the program for you. But, then again, being different doesn't mean being sleazy, obnoxious or unethical. It just means different.

Sometimes the old guard, especially in industries that are tired and steeped in tradition, equate being different with being unethical or illegal. But that's a bunch of crap.

We all know that being different simply means different. And hopefully, once you learn how to use our program, different will mean being successful, more successful than anyone else that you know.

See, our agenda has evolved over a number of years. An excellent marketing expert named Gary Halbert published this in one of his newsletters, and it stuck with me ever since:

*“When I was young, I was worried about what others thought about me. I was worried they would be thinking the wrong things about me*

*As I got older, and into a few transgressions, I was worried that people were thinking the right things about me.*

*Then, as I gained wisdom as the years went by...I realized that no one was thinking about me at all!”*

**Pretty profound stuff, wouldn't you say?**

The reality is that you have no image, and no one thinks about you until they have a reason to.

Being worried about what other people think is a waste of energy and time.

Spend your time worrying about what your prospects (who are interested in what you have to offer) think.

They're the ones who are going to "write your paycheck"; they're the only people you should be concerned with.

If your "peers" or others don't like what you're doing, that's their problem, not yours!

This change of attitude is a challenge, but very necessary.

I want you to be focused on what's important, which is only what your prospects think is important. It doesn't matter what I think or what the competition thinks. As long as your prospects and customers, clients and patients are happy, then you should be happy!



## Advertising Mistake #2

### Promising the Same Old Stuff!

I have just finished looking through another stack of personal brochures filled with words that have been promised so many times, by so many business people, that they no longer have any meaning.

Words like...

Quality	We Care	Personal Service
Trust	Results	Full Service
Integrity	Experience	Customer Satisfaction
Excellence	Leadership	First Class
Superior Service	Dedication	

Don't fall into this trap either!

I'm sure that you provide all of these things to your customers. But the simple truth is, these words are so overused that most clients and customers don't even read them... because they sound like clichés... "So, what's new???"

You have to have some NEW news, if you want people to really pay attention!

A little bit later, we'll be talking about something called the Unique Selling Proposition (USP). For now, let's just agree that one of the biggest mistakes you can make is promising the same old stuff. Promising the highest level of integrity, trust and service; promising that "we care"; promising "results"; and so forth.

You must start thinking about offering things that people really do want and get them to call you – in big numbers – in greater numbers than you ever could have imagined before.

See, if everyone in your industry promises all these boring slogans, why would your promising them make anyone notice?

The real secret is not to HAVE services and ideas and assistance that are truly outstanding.

No, the real secret is to be able to COMMUNICATE your OUTSTANDING SER-

VICES in ways that REAL PEOPLE CAN RELATE AND RESPOND TO!

“If a tree falls in the forest, and no one is there to hear it... does it make a sound?” You’ve all heard that before. It’s true. Dan Kennedy says that even the best marketing message is useless if it’s falling on deaf ears!

Remember, you have to communicate your message to people who are interested, and in a way they can relate to! Just talking to your prospects in an interesting way will set you apart. Just that. Then, if you combine this interesting copy with offers they really want...you’ve got yourself a Marketing Maniac in the making!

### Advertising Mistake #3

#### Having Nothing New, Different Or Better To Offer!

How would you answer these questions?

- ◇ Given all of the other alternatives, why should I hire YOU???
- ◇ Why should I hire YOU instead of the competition?
- ◇ What's different about YOU?
- ◇ What's better about YOU?

Is all you can come up with something meaningless like: quality, trust, integrity, and service???

Come on...can you tell me one compelling reason why I should buy your product or hire you? Can you demonstrate it to me?

Look at the proven advertising formula in action below from my financial planning days:

- (1) Get Attention!
- (2) Arouse interest and emotions.
- (3) Tell an interesting story in a believable way.
- (4) Offer an incentive to take action...NOW.
- (5) Ask for action, and make it easy for people to do it.

### **New Report Reveals How Unwary Local Residents Will Throw Millions Of Dollars Down The Gutter In 1999!**

**Your Town, ST** – As if all of the ups and downs in the housing market over the past several years were not enough, local homeowners are going to be a hit again if a new referendum passes in November. Last month city officials announce a proposal to increase real estate taxes that could make thousands of local residents victims of more than 20% increases.

In a FREE, new report, you can read about the changes in tax laws and how they will work to make unwary homeowners throw millions of dollars down the gutter.

Unfortunately, the money won't all go to keeping the gutters running freely, either! Only 3% is planned for drainage and road reports.

Don't be willing victim. Reading this FREE report will prevent you from wasting hard-earned money in needless and excessive taxes – even if the referendum passes. It will give you control of your financial life!

Call 1-800-XXX-XXXX, 24 hours, for a FREE recorded message. Hold back what your city wants to take away from you.

When you look at your advertising, are you really getting their attention?

Are you really arousing interest and emotions?

When you look at your advertising, do you really think that you're getting attention?

Are you really arousing interest and emotions?

Are you telling an interesting story in a believable way?

Are you really offering an incentive or some emotional curiosity for people to take action now?

Are you making it easy for people to do it?

Look through your advertising.

Are there phrases like "Personalized Service,:" or "number One"? Things like that? Do you talk about yourself in your advertising, saying things like, "I Care"?

If you do, you must understand that none of these lines produce any of the five steps necessary to get people to respond to your marketing and advertising.

Now, look again at the ad on the previous page. Can you see that the advertiser is offering information that prospective clients and customers would certainly be curious about.

The key is offering information.

Not your pitch for your excellence.

That's not what prospects want.

They just want to know:

**How To Keep As Much Of Their  
Money As Possible...And Still Get  
The Best Product Or Service!**

Right? Doesn't this information, presented this way, have a great chance to raise the curiosity of a client? (No, it won't get the attention of someone who isn't interested in your offerings, but who wants to waste time with them anyway?)

What it will do is provide you with something NEW. Something DIFFERENT. Something that will make people want to contact YOU instead of all your former competitors!

So as you keep thinking about this, remember, don't spend any money on advertising or marketing unless you have something to offer that's of interest, and unless you expect it will get direct and immediate responses. And stop offering the same old boring stuff that everyone else offers.

Start offering information people want, and you'll be the NEW presence in their lives!



## Advertising Mistake #4

### Creating Advertising That Is Boring To Read!

Most advertising isn't interesting or fun to read. In fact, too often it is boring.

Don't let this happen to you!

Providing products and services is a people business. And people like to hear good news for a change. They also like to have a good excuse to smile or laugh, too.

You can combine humor with attention-getting messages that will make your phone ring or drive traffic to your store with people interested in purchasing computers, cars, homes, cellular phones, pizzas, medical services, setting up retirement plans, having their taxes done, or whatever!

I hope you're starting to get enthused about what you're seeing here. I can coach you to get a lot more business this way than the "old ways" of marketing you've been taught.

I trust you're noticing a big difference between the kind of ad you've already seen here, and the ones that most business owners or sales people mail out. (You'll see plenty more from dozens of industries as we move ahead in the coming Lessons and Newsletters.)

You see, it's not just lead generation we're talking about. You'll see examples of ads, and you'll see examples of sales letters and other things that are designed to get people to read and respond.

Remember, advertising isn't supposed to be boring. It also isn't supposed to be so professional and so uninteresting that nobody pays any attention to it.

Advertising that works has got to create interest, which means that it cannot be boring.

For example, we get people sending in things for us to review all the time. If they're in financial services, they send us a brochure that says things like, "Planning retirement: We here at \_\_\_\_\_ of the \_\_\_\_\_ believe that planning for retirement is one of the critical objectives in securing your future. There are many different ways to meet future financial needs – from stocks and CDs to IRAs and Ke-

ough accounts. These and other financial products can help you meet contingencies while you save...blah, blah, blah, blah, blah.

See what happens? This sounds so professional and so boring that even if anybody was the slightest bit interested, you'd lose them right in the beginning.

Advertising and marketing that works is never boring.

Now, you have to be honest with yourself. Is the stuff that you are sending out, or giving to people, or advertising with – boring?

One of the biggest mistakes business owners, professionals and sales people make is thinking that what's interesting to them is what's interesting to a potential or actual client/customer/patient!

Think about this carefully.

Is your marketing interesting to you and your peers? Do you talk about all the features and technical details of your products and services – things that would be interesting only to another person in your field?

Or, do you talk about the benefits of what you can do...and what those benefits mean to people?

Keep in mind that people only care about what's in it for them. People are only concerned with themselves and their own problems. They couldn't care less about what you think is interesting. If you want to ensure that little attention will be paid to you and your marketing, just maintain the boring, professional stuff, and you won't be disappointed. (We'll talk more about the length of copy, and other related matters in upcoming Secrets.)

An outstanding direct marketing copywriter, says that people are only tuned into one station, WIIFM:

## **“What’s In It For Me.”**

Yes, just like you, others are only interested in learning what's in it for them.

And if we accept the fact that people are only interested in what's in store for themselves, we have to accept the fact that this selfishness must be the center of all

your marketing.

You only have a couple of seconds to get their attention. Just the blink of an eye.

If you have some message that might potentially interest people, they may stop of another couple of seconds. Maybe. But, if you just get their attention and then bore them, you lose them...like that!

Your message has to get, and keep, people's interest through your entire message.

Dan Kennedy, a good friend and mentor of mine, tells it like this. Dan does infomercials. (You've all probably seen things he's done like the Tony Robbins stuff, etc.)

Anyway, Dan says that infomercials are the toughest media around. Imagine how you would do if your prospects sat in front of you with a remote control in their hands. Imagine the pressure you'd be under, knowing that if you bore them for even a few seconds, they will point and click at you...ZAP...you're gone!

Imagine if you had to stand up to that kind of test. Would your marketing hold up to such intense scrutiny? Well you'd better think about it, because your marketing does face that same sort of pressure.

If your prospects get bored, they won't click you off, they'll just dump the piece in the trash or turn the page. **Boring marketing is ignored marketing!**



## Advertising Mistake #5

### Failure To Tell A Complete Story In Your Advertising!

How often have you ever heard this one before? *“Keep your business letters to one page, or people won’t read them.”*

I’ve got news for you. Believing this is one of the biggest mistakes you could ever make. Why?

Because it assumes that people will respond to short marketing copy as opposed to complete marketing copy!

Let me ask you a question. Do you remember what it was that got you interested enough to become a member of this program?

I’ll refresh your memory in case you don’t recall.

You saw a long ad or website. The copy intensive piece prompted you to respond.

The reason we have hundreds of new members join us each month is that we have told our entire story on the website, in the ads and sales reports.

Not just a condensed explanation, but the whole story.

See, asking you to invest money is no easy task. You may or may not have ever met or seen us. You might not of attended a seminar where you got to hear us. We may have never talked until you got all of our materials.

Yet, you were willing to give us a shot and sign up.

That’s pretty effective marketing, wouldn’t you say?

And wouldn’t you like to have your prospects make the same commitment to you...the one you have to us?

They will, if you take the time to tell the whole story.

Just like you, your prospects want to know what’s going on. They want to understand why they should hire you as opposed to other choices they have, including do-

ing not hi ng.

Just like you, they want to know everything they can before making a decision.

Just think. You wouldn't be reading this...if you hadn't read that letter or website first. And, you may recall – they were very long.

In fact, it was probably one of the longest letters or website's you've ever seen or read. And I'll bet you read most, if not all, of it.

You may have enjoyed reading it. You may not have. That isn't important.

What's important is, it hit home. It got you to pick up the phone and call me or sign up on the web. And you're here, which is even more important!

Now, answer honestly...

Do you think we would be discussing this today if I'd sent you a one page letter?

Do you think you would have invested anything...time or money from a one page letter or short website or some superficial brochure? Answer honestly...

I rest my case.

Now, consider this. Do you really think that someone who is going to spend some money on your product or service is going to connect with you because you told some "bragging" information in a short piece?

No way.

For example, let's say you were thinking about selling your legal practice for whatever reason. And, let's say that your accountant said it's worth a lot of money. You may be ready to sell to the first bidder, but you're looking for other professionals to market to.

Now, I come along and send you a letter that says something like:

*"Mr./Mrs. Jones: It's recently come to my attention that you are going to be selling your practice. Our firm, ABC Legal Partners, has over 35 combined years of experience in assisting attorneys who want to sell their valuable business.*

*As you know, selling a practice is something that needs professional attention. Trying to*

*do it on your own can be too difficult a task. And, every lawyer who owns a practice needs to have it appraised.*

*We at ABC Legal Partners are professionals who are up to this job. We will analyze the value of your practice and help your market it with the highest levels of integrity, trust, and service.*

*Our dedication to getting you the highest price is our pledge to you. We sold 34 private practices in Northeastern Illinois last year alone. We are the largest legal service sales company in Chicago.*

*Now that you know how great we are and why you'd be foolish not to hire us, please call us at your earliest convenience to set up an appointment. Sincerely,..."*

Now, doesn't a letter like that get your blood boiling? Isn't that short copy so curiosity-provoking that you'd have trouble keeping yourself from running to the phone to call these guys?

I know that if you received such a letter, you'd probably glance at it and toss it in the trash can. If you weren't interested in selling your practice, there's a 99.99% chance you'd chuck the letter. Any attempt to convince you that every lawyer needs to have their business appraised is lame and totally uninteresting to you. They could not "convince" you to become interested when you don't have a need. Right?

If you were interested in selling your practice, this letter is still likely to be tomorrow's trash, because it doesn't tell you anything about what ABC Legal Partners does, how they do it, how much it costs...and most important, it doesn't tell you any of the benefits of using their service. All it talks about is how big a idiot you'd be not to use them, and how great they are. Since you don't care about any of that, you're not likely to be moved to further action.

Just about every type of business category uses similar techniques. Mostly everyone is relying on the same basic premise that prospects would be idiots not to buy whatever it is you sell...that you are the greatest, and so forth.

Are you starting to get the picture why that sort of marketing simply cannot work?

Anyway please don't ever forget what I'm about to tell you..

In advertising, it is a proven fact that....

## The More You Tell, The More You Sell!

As long as you have something worthwhile to say or sell, the old adage “**Keep It Short And Sweet**” Is Pure Folly!

See, if you keep things short and sweet in your copy, you may not tell enough of a story to generate curiosity. And, if you don't generate curiosity, you won't get enough responses. People are interested in stories that mean something to them and raise their curiosity. If you don't tell a complete story, you have less chance of getting them to respond.

But you cannot create interest where none exists either. Using short copy with the hope of creating interest where none exists does not work! For years, too many industries have operated on the wasteful and just plain incorrect notion that a short piece will convince uninterested prospects to somehow become interested.

As you'll be learning, you should always be marketing to people who are interested and making sure that they're the ones responding. Therefore, you always want to tell a story to people who are already interested and basically ignore the ones who aren't – because they are not going to become your clients, patients or customers anyway. We will be talking more about copy length and the fallacy of keeping things short in this program. But for now, promise you'll tell your story, no matter how long it takes!

## Advertising Mistake #6

### Thinking That “Short and Sweet” Ad Copy Sells!

We just talked about how telling an incomplete story does not usually work. The next question that comes up is, “Okay, if you need to tell a complete story, how long should a sales letter, website or whatever actually be, for example? Two pages, three pages? Something long like that?”

Well, the answer to that question is, “Not exactly.” But, I’ll explain what I mean by that in a second.

First, I’d like you to guess what length sales letter has been the highest pulling letter I’ve ever used in any business I’ve been involved in. Go ahead, pick from these choices, and I’ll tell you at the end of the chapter.

- A. 4 pages
- B. 8 pages
- C. 16 pages
- D. 28 pages
- E. 56 pages

Let’s think about this issue for a minute. How long should ads or sales copy be?

To answer that question, let’s put the issue in terms of a sales appointment. Because an ad or letter is nothing more than a sales pitch in print, right?

OK. Can you imagine if you’re a salesman and your boss set an office rule that you could not take any longer than ten minutes for an initial contact with a prospect? That you were told no one would sit still for longer than that, and that all presentations had to be “short” to avoid the “problem” of people not “wanting” to sit through a long presentation.

Pretty ridiculous, huh?

So let me ask you. How long should an initial presentation of your product or service take?

Of course, the only answer is...

# As Long As It Takes!

Right?

So, if the only answer to correct length for a personal meeting is, as long as it takes... shouldn't the answer to the question of the correct length of an ad or letter be the same???

Yes!

But this issue remains one of the most controversial ones I have ever faced. Why? Because everyone's been taught that copy needs to be short to keep people's interest.

Unfortunately, this is a myth. It's just plain WRONG!

Gary Halbert, a well known, non-conforming marketing guru, says that::

## You Can Never Be Too Long.... Only Too Boring!!

See, length isn't the issue. No, how long your copy is or isn't, is **not** the issue.

*The only issue is...how **bori**ng your copy is!*

Let's think more about this.

Who do you want to be reading or listening to your marketing? People who are interested, or people who aren't interested?

Of course...people who **are** interested!

Now, if by definition, we want the marketing copy we present to be seen by interested people, who do we write for?

Uninterested people interested only in "short" copy...or the smaller number, but higher quality interested people?

And, if we write only to the interested people, shouldn't we tell them everything

they want and need to know before making a decision?

Think about this carefully. This is one of the most fundamental mistakes business people make when marketing. Listening to people who don't know how to market tell you to use short copy is a gigantic mistake.

Also, listening to them tell you that your advertising must always have plenty of white space and not too many words so people will read it is a mistake.

Because good advertising is “salesmanship in print.”

Look to the next page. Does that advertisement look familiar? It should look very familiar to you. You may recall reading this ad, or one like it, unless you came to us via the Internet. You wouldn't be reading this...if you hadn't read whatever version you saw of our long, copy filled ads first.

It may have been one of the longest advertisements you've ever seen or read. No pictures...very little white space...it broke all the “rules” - didn't it? But I'll bet you probably read most of it, if not all of it. Why??

Because the headline got your attention! It spoke to you. It talked about something you're interested in!

And, the rest of the copy told a story that made sense to you. It hit home. It took enough time to accomplish its intended objective. It got you to pick up the phone and call my free Voice-Message line! Or sign up on the internet. You and several thousand other people have responded to an ad that broke all the “rules.”

These same principles apply when getting prospective clients and customers to call YOU!

News-style ads and post cards or anything else that isn't boring, of course.

Another way to look at the long copy versus short copy issue is considering infomercials on late night TV that many of you have seen.

These are the commercials that run for half an hour or more and try to sell all sort of widgets and gadgets. Why do you think infomercials are so long? Why don't they just run those ads for 30 seconds or a minute. Or maybe two minutes?

Why? Because they did a lot of testing. And they found out ***the more they told, the more they sold!***

# “Even The Greatest Business Person In The World Will Be Broke Without A Constant

**NAPERVILLE** – There is nothing more frustrating than knowing people need your products and services more than ever, yet any efforts at “traditional” marketing work worse than ever. You sometimes wonder, “what good is all this training without people to sell to?”

## **MOST IMPORTANT KNOWLEDGE...**

Owners and sales people have to face a fact that makes most of them sick: Without any question, the most important knowledge they need is not about your product or service. **IT IS ABOUT MARKETING!** Having great products or services is worthless without lots and lots of qualified prospects, customers and clients!

## **BEING A MARKETING EXPERT...**

The reality that all sales people must face is that people are not forced to seek you out. Therefore, getting interested prospects, clients and customers is the most frustrating aspect in your life. That's why, **BEING A MARKETING EXPERT IS SIGNIFICANTLY MORE IMPORTANT THAN BEING AN EXPERT IN YOUR products and services! ! !**

## **GET A CONTINUOUS FLOW OF INTERESTED PROSPECTS...**

As a salesperson, you can never delude yourself into thinking that being good... is good enough! The streets are littered with the remains of smart, ethical and clever salespeople who never figured out how to get a constant stream of qualified, interested prospects in front of them every day! (Who've called the salesperson or come into your store!)

## **“I’M GREAT WHEN I’M IN FRONT OF PEOPLE...”**

Your greatest frustration is the fact you know that you can close most anyone you meet with, but you seldom see more than a handful of really interested, motivated and qualified prospects each month. You truly hate prospecting, and wish there was some way to get qualified prospects and customers without the nauseating thought of cold calling or wasting more money on ads or “approach letters” that don't work.

## **Gold Prospecting Made Him Ill!**

Seven Years ago, a bright, young salesperson, with all the “right” credentials and degrees, working with the “biggest” company, and the “best” products and services... was a total failure.

He was sent to the most popular sales training, negotiating, and motivational seminars. He learned 157 closing techniques. He studied cold calling systems. He schmoozed at functions until his hand was bleeding from all those “firm handshakes.” He looked everyone square in the eye, and bought a collection of power ties and leased an expensive car. He had the most expensive, four color brochures ever printed. Nothing was overlooked. There was only one, small, teeny little problem **NONE OF THIS GOT QUALIFIED, INTERESTED PROSPECTS TO CALL HIM!!** It got to the point that he got physically ill at the thought of walking around “introducing himself”, or sitting around, waiting for someone to call.

## **WHAT’S THE ANSWER?**

### **Instant Profits Marketing®...**

One day he woke up with a forbidden thought in his brain. What if, dare I even think this, everything they've taught me is **WRONG???** *What if, I do the exact opposite of what I've been taught? Since I KNOW this garbage doesn't work, why not try things... even if they are “outside the box?”* So, he began to study marketing, but not from textbooks, or from traditional advertising people. Since he saw that everyone did the same things as he did, why bother studying that? His research led him to a solution: **Instant Profits Marketing®** What's that? Well, it's a form of doing business where you **ATTRACT** qualified, interested prospects, clients and customers as easy as a 10 ton magnet attracts a paper clip! It's the simplest, lowest cost, no pressure form of marketing and prospecting, and gives you an almost unfair advantage!

### **Never Talk To Anyone Who Hasn't CALLED YOU!!**

He discovered this form of direct response marketing that: 1. Gets interested, qualified prospects to **CALL YOU FIRST** and, 2. Allows you the luxury of never talking to, or following up with anyone who hasn't **CALLED YOU!** Imagine the weight that lifts off of your shoulders when you come into work each day with appointments and calls from interested buyers, or there's a constant flow of traffic to your store!

Imagine the stress melting away like a snowball in the desert, when you have a

constant stream of qualified, interested prospects calling or coming in to see you! Your life is never the same! **YOU pick who YOU do business with!** You become the rejecter, and never again become the rejected! This once struggling salesperson went from the verge of bankruptcy, to making over \$250,000 in less than one year! Same guy. Same company. Same products and services. Only one thing changed. His marketing went from pathetic... to **MAGNETIC!** He learned:

## **101 SECRETS REVEALED! Instant Profits Marketing!**

■ **How to have a 100% CALL-IN business... where everyone you meet with has CALLED YOU!**

■ A referral system that will get your customers to send referrals without asking!

■ How to get into businesses with a little known method, that will open a “flood” of big tickets!

■ How to increase your direct mail results to 5- 10% response!

■ The biggest mistakes over 98% of salespeople make when prospecting, and how to avoid them!

■ Why the “sales training” you get actually causes prospects to run for the hills, and the amazingly simple ways to stop this disgusting phenomenon!

■ How to use a non-threatening lead system, without doing any of the work yourself!

■ The almost unknown secret to make little ads pull responses like crazy!

■ How to stop confusing marketing with selling! (AHUGE mistake!)

And dozens more secrets revealed to you! **CALL NOW! A FREE REPORT** is available to you by calling **1- 800-XXX-XXXX** for a **FREE recorded message 24 Hrs!**

You will learn how to stop the frustration, no matter what your background, where you work, or what you sell!

**Remember, you will solve all your SALES problems, once you solve all your PROSPECTING problems!**

This proven fact cannot be altered by wishing that short copy works better. Wishing doesn't make it so.

See, the fact is, before you joined this program, you likely had a lot of questions. You probably wanted to know a lot of things about why this course is so different. You wanted to know why what we teach will create new business for you...and what's wrong with what you are currently doing, and so forth.

If we tried doing that in a three- or four-page brochure, we could never explain how the psychology of emotional response marketing and consultative selling works...and how you could change your entire business using tired, but little known Secrets.

As a matter of fact, our sales letter and website is as long as it took to say everything I had to say. It gets people – lots of people – to respond because we are touching them and giving them a complete story. This is difficult for a lot of you to swallow, I now – this issue of long copy versus short copy.

Whenever confronted with this long copy issue, your first reaction will be. “Nobody will read it – it's too long.”

Everything that you've been taught makes you think, “It's just too long for people to read.”

But, you're going to be amazed to hear that many people **do** read these long letters – from cover to cover. Just like you read our stuff – from cover to cover. Because the issue again is, if somebody's interested in, say, selling their home or buying a car, that is a big decision. In fact, it's a huge decision. It may be the biggest decision they've ever made in their entire life.

Do you really think that somebody who is in the grips of making a decision about a major purchase, with all the emotional turmoil and all the question and uncertainty they have, with all the stress and anxiety over spending money...do you really think that your one-page flyer that says, “We care,” is going to interest that respect enough to want to talk to **you**, as opposed to the ten million other options in your area of business?

See, they want to understand what's going on. They want to understand why you're the one who can help them. And, as long as it takes to do that...is as long as it takes!

Are your prospects any different from you? Do you really think that for big deci-

sions about a major purchases, they want some short, sweet thing? No – what they want is someone they can trust. In order to develop a trust, you have to make an emotional connection with them – to the heart.

In order to make that connection, you have to talk to them in a way they understand; in a way that makes them feel that you have empathy and that you can solve their problems. All that cannot be done in one page!

I don't have a rigid answer for how long the copy should be. In ads and post cards, you're limited by size, so you don't have as much room. Sometimes it's very difficult to cut copy down to make it fit on one page. I know! But, when it comes to sales letters, you have *as much room as it takes*. I promise you – people will read it if they are interested. So, write for interested people.

As I mentioned in the last secret, however, you cannot trick people who are not interested into becoming interested. And people who are interested want to know **everything** before deciding who they're going to use to help them buy a house, plan for their kid's education, remodel a basement or buy a whole new office full of printers.

So, again, who should you write for? The majority of the people who aren't interested, and try to trick them into becoming interested? Or, for people who are interested, who want as much information as they possible can have before they make a decision? Or, at least, for people curious enough to want to know more and to call you?

When you think about it this way, it makes a lot of sense – like we said at the beginning of the chapter. You'd go nuts if your boss, office or store told you that you only had one minute to close a sale. You should go just as nuts if somebody says your copy should be “short and sweet.”

See, we're not fans of long copy because we're fans of long copy. If we could market to people in one page, we'd do it. It's cheaper and easier to do. Unfortunately, though, what marketers “like” has nothing to do with what prospects love!

**Keep in mind that the best marketing is marketing that works!**

...Not marketing that fits into a certain size envelope, or that has lots of white space or whatever.

The only issue is **what works**. And if it takes long copy to make it work, then that's what you write because...you are interested only in finding out what works.

No w, if you test something, and it works in one page... more power to you! Because I'm not saying you should always do things one way or another. No. What I'm saying is that you should always do what works!

And, if you can make something work in one page, GREAT! BUT, I am going to tell you that, in most cases, what usually works is longer copy.

So, don't leave this secret with a predetermined notion on exactly how long something should be.

The only way to really know is through testing. (Which we'll cover)

I'll just be happy if you understand that...telling the whole story is almost always the way to go.

And that sums up what I have to say on the issue of length.

You should know, though, that going "as long as it takes" may move you out of your comfort zone when you first get started

We hear members talk about it all the time.

But, try to have faith in what we are talking about – that it makes sense, and it's right. Not because we say so, but because it's between proven through years of testing. Long copy out pulls short copy if it is interesting and relevant to the reader...and it tells the whole story!

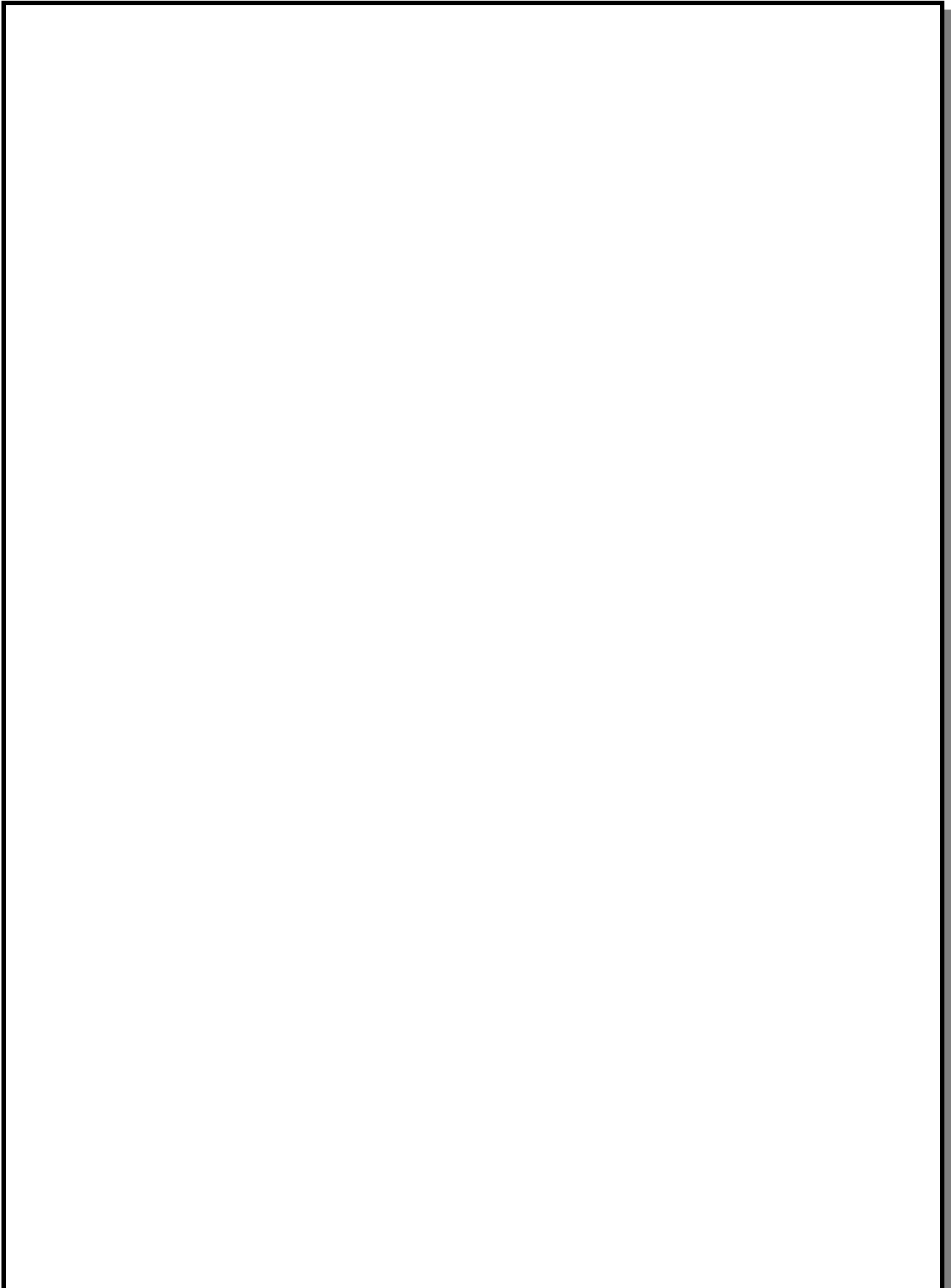
When you start getting calls and appointments because of the long copy that you are using, you'll quickly give up your preconceived notions about "short and sweet."

Oh yeah, remember the question I asked you at the beginning of the chapter? The one that asked you to tell me which length letter has the best response ratio I've ever received

The answer: the 56 pager! Yes, that's correct. Through years of testing, a 56-page letter out pulled a 28-page earlier version by 20%!

(No, I won't ask you to send out 56-page letters, although if written right, they'd probably do better than anything else you'll ever use!)

So...are we OK on this? Because I've made my point, and you never want to keep writing after saying what you have to say! Right?



## Advertising Mistake #7

### No Attention-Getting News Headline!

Take a look at the newspaper or magazine ads you see everywhere. Pick any publication, because it's the same everywhere.

How many calls do you think these ads you see get every time they are run?

Well, we can't give you the exact answers to this, but we can tell you that ads like this, run over time, prove to be anywhere from partially to totally worthless.

As many of you who have used this type of advertising know, you'll find that the types of calls you get usually consist of other people telling you they saw your ad... or your mother telling you, "*Honey you look great in your picture!*" But you generally don't get lots of prospects to call, do you?

Well, yes, maybe once in a while you'll get a prospect or two who just happened to see your ad, and maybe they had seen your ad 10, 15, 20 times before; and yes, every once in a while that happens, but, and here's the big but – we're trying not to depend on "every once in a while."

We're trying to teach you that every single time that you run an ad, you must get results. If you spend any money printing anything and it doesn't get you immediate results, why waste your money and our time?

No w, getting back to these ads – you'll often see headlines like –

**"Chrysler Crx"**

**"IBM"**

**"A Taste of Scotland"**

**"Stoked!"**

**"Iced Brewed"**

**"There are 241 variable annuities, and we understand them all!"**

**"Member of the million Dollar Sales Club 1993, 1994"**

**(et c. You get the idea)**

What are those? They aren't headlines. They are just slogans or nothing at all. Remember, when somebody is scouting through a paper or a magazine or a publication – when they are looking for articles to read, they look for the headlines.

Why do you think the newspapers put headlines on the top of every article?

It gives you enough information about what the article is about so that you'll decide to read it. People scan the publications for the headlines. "Chrysler CRX" is not a headline. Not only do most people not care about this, but on top of that, they would go right by it because it's not interesting to anyone whatsoever.

Now, if you are looking to invest some money, and you are scanning through the paper, and you see a headline that says:

**“Shocking New Report Shows Professionals The Secret Of Getting Money For The Equipment You Need, Without Borrowing!”**

or

**“FREE Report Reveals How Any Office Can Cut Their Office Supply Bills In Half...Or Less!”**

Or any of these types of headlines...do you think you might be more tempted to stop and read the ad?

Which increases the chance of prospects calling you! They can't call if they don't read the ad. They can't read the ad if they blow past it in the paper. Right?

Do you see the difference?

Do you understand that emotional-type headlines out pull headlines with things that are recognizing achievement?

All the ads we've collected here are people talking about themselves. "Me, me, me, me, me."

# The headlines that you use must talk about the prospect, and what the prospect is interested in...which I assure you...is not about you!

No, they couldn't care less about you. All they care about is THEMSELVES. They're not in the least interested in you.

So, if you want your ads to work as best they can, they have to appeal to your prospects.

Also, headlines need to have an emotional appeal, or they usually don't do the job of getting people to stop dead in their tracks and read the "article" that goes with the headline.

A great example came from one of our members who sent us samples of what he did.

His name is Joe N., from the deep south. He's a financial planner who was reading his girlfriend's *Cosmo* and *Glamour* magazines, and noticed that their headlines could be easily translated into "his headlines." Some examples:

Theirs: "New Beauty Choices- Finally Get What You Want!"

His: "New Investment Choices- Finally Get What You Want!"

Theirs: "It's Time! Update Your Look For Work!"

His: "It's Time! Update Your Portfolio For 2000!"

Theirs: "High Payoff Personal Fitness Plan!"

His: "High Payoff Personal Retirement Plan!"

Theirs: "5 Mistakes That Can Haunt A Relationship!"

His: "5 Mistakes That Can Haunt Taxpayers...And Cost You Thousands!"

Theirs: "How Important Is Sexual Chemistry? Is There Danger In Fatal Attraction?"

His: "How Important Is A Plan When Choosing Mutual Funds? Is There Danger In Investing Too Much?"

Theirs: “*Does Your Man Measure Up?*”

His: “*Does Your Financial Plan Measure Up?*”

Theirs: “*Preventing Breast Cancer!*”

His: “*Preventing A Future Without Retirement!*”

Theirs: “*Hair! Our Love/Hate Relationship!*”

His: “*Planning For Security in Old Age! Our Love/Hate Relationship!*”

Theirs: “*Sex, Luscious Lips!*” (He couldn't beat that one!)

Does Joe have it figured out, or what? Do you see how he has decoded the emotional hot button formula, to get into his prospect's mind? Please take a few minutes, and plug your business or products or services into these same headlines! All of you can do the same thing Joe did. Read and study all the successful magazine, newspapers, etc. And use their formulas for you! Yes, that means you'll have to read the *Globe* (My Personal Favorite.)

Anyway. Good work, Joe!

Another very important point about headlines: **Never, ever overestimate the sophistication of your audience. This can be a fatal error!**

Lots of our members first feel that “their” clients and customers and prospects are too “sophisticated” for tabloid-style headlines. “Their” target audience is “different” from the people who read those magazines.

I understand how you might feel that way, but it's just not true.

Your prospects and clients and customers are the same people who watched the OJ Simpson trial; they are just like everyone else. Just like me, and just like YOU!

Never kid yourself about this issue of sophistication. **Talk** to your potential audience, and see how well they respond. Highfalutin' boring, professional copy may sound better to college professors, but who are you trying to reach? College professors or clients and customers?

Another thing about headlines:

Headlines should be **Big And Bold**, not teeny tiny. As a matter of fact, they

## should be **Real Big, If You Have Room!**

Sometimes we see people who make their headline like this...

**“Finally! FREE Report Reveals Easy Tax Strategies For Workers Earning More Than \$140,000”**  
At Last, The Truth Is Revealed. Learn Amazing Tax Strategies That the IRS Doesn't Want You To Know  
FREE Report Reveals Loopholes You Must Know To Keep The Government Out Of Your Pocket. Call 1-800-XXX-XXXX, 24 Hrs., For A FREE recorded message. Call Now To Get Your Copy!

And then ask us why the ad didn't pull many leads! I don't know, but the microscopic print of the headline may have something to do with it!

It's OK, by the way, to have small size body copy. People will read teeny tiny little print, if the

## **Headline GRABS Their Attention!**

So if your budget and space for an ad are limited in the beginning, do something like this instead of resorting to an ad like the sample above with its teeny, tiny headline!

See, that's the same ad, but it is designed with a headline that's **Big and Bold!**

Don't forget how important a headline is!

If you're going to write your own, please study headlines very, very carefully. I promise you that a headline can make or break your ad, your sales letters, and your life!

**NOTE – EVERYTHING YOU DO MUST HAVE A...**

# **HEADLINE!**

**THIS MEANS ADS, SALES LETTERS, POSTCARDS,  
YELLOW PAGES, FLYERS, NEWSLETTERS, ETC!**

## **IF IT DOESN'T HAVE A HEADLINE, DON'T WASTE YOUR MONEY!**

If you want to get an almost-FREE headline education just study the publications that sit at the checkout counter.

There are also some excellent books. You may be able to find them in bookstores or through mail order book sellers.

- *Robert Collier Letter Book* by Robert Collier (1931)
- *Tested Advertising methods* by John Caples (1974)
- *How To Write An Advertisement* by Victor Schwab (1962)
- *How to Make Your Advertising Make More Money* by John Caples (1983)
- *Scientific Advertising* by Claude Hopkins (1923)
- *The First Hundred Million* by E. Julius-Haldeman (1928)
- *The Ultimate Sales Letter* by Dan Kennedy (1990)

That should keep you busy reading for a while!

Did you notice that some of these books were written a long, long time ago?

Let me tell you, the time period we're in now...it's no different from any other era.

Human nature is human nature.

Actually, with the exception of Dan Kennedy's book (the best modern book on writing copy that sells), the old books are just as effective, if not more so, than ever!

You'll see that people are people, and their curiosity about things is the same now as it was in 1923! Nothing has changed.

Except that most business people waste tons of money on marketing with poor (or no) headlines and lousy copy that sounds "professional." but, you are no longer in that group! Now you are learning Secrets that literally a handful of people know.

You are in a group of marketers who can write their own ticket in life, because you know how to write headline that work!

## **Advertising Mistake #8**

### No Motivating Or Appealing Offer!

The highest and best purpose of advertising is to get people to respond. To make your phone ring. To get qualified clients and customers to call you to do business. To get them to respond so you can contact them!

Every single business card, letter, post card, advertisement, flyer or report that leaves your office should be solely designed to make your phone ring. It should always include an interesting story or appealing offer that motivates prospects to call you!

Don't be content to just get your name and face in front of the public.

Sure, we all know from having talked enough about why getting your name out in front of other people isn't worth anything. But any ad (even one with an interesting headline) that doesn't give them an offer that they want will, most likely, not pull responses.

You'll notice as you go through our program here, our ads and marketing pieces that we recommend often offer a "FREE report."

Why a FREE report? Because FREE reports are things people want!

You see, if your marketing gets their attention with a headline that draws them into the copy, and the copy is interesting but ends with nothing, or a boring close, or says, call our office for more information, that's not going to work.

We have found that offering them a "FREE report" seems to be the easiest way to get people to respond because 1) it's free and 2) it explains more about why they became curious with the headline and the ad to start with. (Although I admit, I could be completely wrong about why they work so well. Actually, I don't even care why they work so well. All I know is that they do work!)

Now, these FREE reports are normally paper and ink, although they can be on audio, or even video! (Nordic-Trak and Xerox come to mind with their free video offers.)

These reports can be used with many different headlines and many different offers.

See, if you responded to an ad for example, the FREE report you got from us before you enrolled in our program could have any number of headlines or themes or titles for the advertising to get you to respond and get a copy of that same report. We could have used a headline like, “**How To End All Your Prospecting And Marketing Problems Forever!**” or whatever. See, as long as we stick to the formula, we will find which headlines provide the best response. (We’re always testing which you should be doing as well. We’ll cover testing more in depth in a few minutes.)

Whatever your market is, you will want to have headlines that “smack-em up side the head”!

See the offer has to be compelling and has to follow through on the curiosity that you have generated.

You can’t just offer boring self-centered things and expect them to call you or your office.

No, your offer must be something that they really want and that they are interested in.

We have found there is nothing cheaper to print up and produce than free information.

This free information is compelling for people who want something.

It is also very non-threatening, which is critical.

See, if you used an ad or mailer that offers a chance to talk to you, many people – even those who are interested – might not call because they are afraid of having a pushy “salesperson” all over them and in their face.

(It doesn’t matter if you’re not that type of salesperson. There are so many who are that most people don’t want to subject themselves to high pressure. Particularly if they are only mildly curious at this point. They’d rather take a pass on calling than be subjected to a salesperson pestering or pressuring them.)

For example: Before we built our home, my wife, Peggy, and I would drive around checking out for sale signs. In almost every case, when I called to get more information, I was forced to use a false name and phone number. I always explained that I was only curious about the price or whatever and was not a serious buyer. And, in almost every case, the agent was all over me with high pressure and semi-near-learned tactics that totally turned me off. I ended up buying through the only agent

who was low-keyed and empathic. We'll talk more about this later. I just wanted to mention it so that you'd be aware of what happens to prospects, and why they won't respond to threatening offers as readily as non-threatening offers like a FREE report!)

Now, if you find a better offer than a FREE report, that's great. USE IT! And let us know about it also.

My point is, if you want maximum responses, you must have a curiosity-provoking, non-threatening offer!

The FREE reports are cheap, and they start you off on the right foot.

So forget about offering a FREE consultation, or having people call your office, or other things that reek of "salesperson" horrors.

Always make an offer people want, and you'll get responses to your advertising.

Just don't be upset if that first offer isn't YOU.



## Advertising Mistake #9

### No Reason To Take Action..NOW!

Take another look at your marketing.

Would you drop whatever you were doing if you received or saw any of your materials? Is there any reason or incentive to act at all, let alone, NOW!

How many points of the proven advertising formula does your stuff hit?

- (1)Get Attention!
- (2)Arouse interest and emotion.
- (3)Tell an interesting story in a believable way.
- (4)Offer an incentive to take action..NOW.
- (5)Ask for action and make it easy for people to do so.

They don't hit too many, do they?

They pretty much miss all the five points of getting people to respond (I'll bet it's true, without even seeing them!)

No, even if you make an offer and don't give people a reason to act, it still won't be successful advertising.

For example, if you are a professional with a local market, and you offered a "consultation" as your free offer at the end of an ad no one has any specific reason for wanting to call you.

Why?

Because every business person in town is going to offer a consultation.

That's why we think the FREE REPORT concept ads worked so well over the years.

Because it's giving people a reason to take action and a reason to take action NOW, because they want that information.

To have people just call your office, as we discussed earlier – that doesn't give them a reason to call NOW. You're not offering them anything that stimulates them

to move off their butts and do something about it RIGHT NOW!

The other thing is, if somebody is interested, they'll want to take action right now. They won't want to wait... because buying a computer, home, car, etc. is something they are very motivated to do.

But if you don't give them a reason to do something RIGHT NOW – especially with the FREE reports and free information, you're not going to get near the kind of responses that you could and should be getting with your marketing. Everyone needs a good reason to get up off the couch and call. Make sure you give them one!

## **Advertising Mistake #10**

### Unwillingness To Grow, Learn, Change Or Act!

Selling any product or service is a process.

If you're not continually growing and learning...you're slowly dying.

If you're unwilling to grow, learn change or act, the world will pass you by.

The same is true of marketing. Marketing is a process. It is the Life Force of your business.

Like the oxygen you breathe, it is the single most important activity in your business. It is not something that you do once in a while...No more than you would just breathe once in a while.

Good marketing is one continuous, flowing life-enriching process.

So, resolve now to breathe more deeply, and more richly! Demonstrate your willingness to grow, learn, live, change, act and prosper! If you need help or encouragement, we're just an email or fax away.

In scuba diving, there is a rule that you have to follow. It's called "ABC," which stands for, "always breathe continuously." For our own company, we have a similar rule, but it is called "AMC,"...

## **“Always Market Continuously.”**

That means you must have your marketing machine turned on, cranked on 24 hours a day, 7 days a week, 12 months out of the year, so you have a constant flow of prospects and leads coming into your life, a percentage of who will become clients and customers.

Now, there's one thing that I want you to understand. I am continuously, constantly reading and going to seminars, talking to people and doing everything I can to further my education in direct response marketing. I know that I can never learn enough about direct response marketing to satisfy both my curiosity and my bank book.

I know that the more I learn, and the more I study, and the more I grow, the better my business will become, and that has always been true. When it comes to direct response marketing, we are going to be teaching you some little known Secrets that are literally worth millions of dollars!

Techniques that will be worth millions of dollars to those of you who follow the Secrets and information we are teaching you. But if you think that learning this program alone is enough, you are wrong. It takes continuous study and experimentation and testing and knowledge to be able to grow to become the best you can possibly be. And, we all know if you don't grow, you die.

When it comes to marketing, you have to always grow and learn and study human nature, because what we are really talking about here is becoming an expert at the human condition and understanding how human minds work. And the better you understand how human minds work, the better your marketing will be!

Why? Because you will always be marketing directly to people – to their emotions and to getting them where they live – in their heart. So, yes, it's hard work, but nobody said this was going to be easy, did they? Besides, like Tom Hanks says in the movie "A League of Their Own" when Gina Davis who plays Dottie the catcher of the women's baseball team says she wants to quit because "it's just too hard", Hanks says "...it's supposed to be hard..if it was easy, everyone would be doing it..."

Take a look at the ad on the next page designed by Mike L., one of our real estate broke members! See if you think he has the idea...and whether he has moved away from personal promotion, cold calling and image.

Is Mike getting people's attention, creating curiosity, giving them an offer people might want, right away?

I think so.

Actually, I know so, because Mike has had great success with this material.

Now keep moving along with us, so you can start doing what he's doing!

## Local Broker Discovers How To Make His Client An Extra \$1,348!!!

Fairfax, VA – It was early Friday morning, and the office was busy. Phones were ringing, and two clients and customers were waiting to meet with financial planners. A neatly dressed, older man walked in and asked the receptionist to see the broker.

After a brief introduction, the man told the broker he was a retiree, and he had some money he wanted to invest. He'd never had much use for a portfolio in his younger years, and he was uncertain about things like stocks and mutual funds. "The wife and I managed all right, and we raised three fine kids," he said. "We got along but never had a lot of money leftover.

"I worked for Burlington-Northern for thirty-seven years. Stared when I was twenty-three. I've got a good pension, and my wife and I can afford to travel some. We enjoy getting out to see our daughters on the West Coast for several months each year. Since we're gone more now, we decided to sell our home and buy a small condominium.

"Just last week, the house closed. We were amazed at how much money we got for it! Guess it pays to stay in one place a long time! Anyway, we bought the condo with plenty left over, and we get to keep \$125,000 of the capital gains tax-free. I'm sure you know that, but Eleanor wanted me to make sure to tell you. So, that's where we are. We'd like to make some of our money grow so we can help our three grandkids with college. Don't know how to do it myself, so I've come to you."

"Great!" The look on the broker's face said, "this'll be easy one."

The broker talked awhile about various bond and annuities, and the man kept nodding in agreement. Then he dropped the bomb.

"Before I give you my money what's the commission going to be?" The broker fumbled with his words and said, "We normally get 7%."

"Well," said the man, "if what I hear is true, half your job is finding people to invest money. The other half is selling products. Isn't that right?"

"Yes," said the broker, "what are you getting at?"

"You didn't have to work to get me in...no advertising, no door knocking, no phone calls. Doesn't it make sense, since I did half of your job, I should only pay half the commission? I'd really rather see that money go to my family."

The smile left the broker's face. After a long pause, he said, "Yes, it's true, you saved us a lot of time and work by just walking in and agreeing to invest here. But there's a lot more to financial planning than just agreeing on a few products in the first meeting. So, since you saved us the trouble of having to find you, how about paying a 5% commission?"

The man quickly came back and said, "5% sounds high to me. How about 4/9%?" The two men smiled, shook hands and agreed to meet in another week.

So the man walked to the door, he turned to the broker. "Can I ask you a question before I go? Are you going to lose money on me?"

The broker leaned back in his chair, thought for a moment and said, "Only if the idea you just gave me doesn't work. By the way, the extra \$3,148 you'll save will still buy plenty of books for those grandkids!"

Think about it...what would you do with an extra \$3,148?

**Call 1-800-XXX-XXXX, 24 hours, for a FREE recorded message to get your report now! You will learn the secrets to managing money so it can grow**

