



**INFORMATION MARKETING**  

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**A S S O C I A T I O N**

**The “New”  
Accelerated  
A-Z Blueprint  
Seminar**

*for The Information  
Marketing Business*

**Module 4:  
Overview of the Greatest Business on  
Earth**

**Presentation Transcript**

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Page 47, Marketing, we now have leads. We have a product and we've got leads. Now, we've got to sell the leads our product. So, we now have to put them in some kind of marketing funnel. First, I'm going to talk about some copy secrets that you need to think about in order to do this.

First of all, the one copy secret is fill out that copy questionnaire. That will really help you to organize your sales materials. It's worked for me for four or five years now. It's like a Bible for me.

But, a couple of things, first of all, do not call your sales material a sales letter or even a letter. Call it a report. Call it a course. Call it a preview. I've seen online, people call it a tour that you take online. Call it something other than sales material and actually, call it that. Make a title: Here's My Free Report.

Never teach anything. This is the biggest problem that I have when clients come to me and they need help in platform selling. They want to get up there and they want to teach so much stuff. When you are trying to sell something to them, you do not want to teach them anything at all. Teaching is suicidal. The reason why it's suicidal is because they're going to immediately dismiss what you're teaching them, as it won't work for me. So, you don't want to teach. You want to tease in your entire sales letter material.

You want to remind them how brown their pastures are. You've got to address in all your sales material this issue because it's going through their head, "I've already heard that." You've got to address it. You've got to say to yourself, "Okay, they're thinking they've already heard that. So, how can I position this in a way that they are going to say to themselves, no, this is something new, I haven't heard that?"

You're not your prospect. Jeff Paul, again, he refers to his best prospect as Homer Simpson. So, you've got to look at your prospect, as he's Homer Simpson. How do I talk to Homer Simpson? And that's really important. Somebody came up to me before during the break and they were talking to me about how they have this very high-end clientele, and he's afraid of marketing down to them. Believe me, you talk to them like their Homer Simpson. I don't care if they have a PhD.

Number five, they need to believe you. So, you need credibility. So, the way to do that is number one way to do that is by what are the credentials that you have achieved. I use it all the time, the RAC Award that I won. M-R Magazine named my marketing system one of the top one hundred new things in the new millennium. Even when I speak, I'll often times use the credentials to introduce me.

The other thing you want to have them believe you is use testimonials. And I'm going to show you some testimonial strategies today, and how to get more testimonials.

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The more testimonials you have in there, the better you'll be. What other people say about you is much more believable than what you say about yourself.

The next point is critical. The next point is they do not believe they can do it. They can do it. They won't buy unless they believe that they can do it. So, you need to address that. Again, testimonials that address that could be something like, "I didn't believe this was for me, but I figured it was my last chance. I had to try it and it's turned around my life. I made \$687,000." Testimonials like that are good.

The other way to get them to believe that they can do it is by forcing the access to you. So, they have to get involved in some kind of one on one or group coaching program. Another way they can believe they can do it is by giving them some fast start teleseminar. There's a lot of different ways to get them to believe that they can actually do it.

This is kind of a new thing. The next one is I talked about having the good and the better systems. Always have a better system. What I didn't know then what I know now is you always want to present your better system first. If you want to have more people even buy the better system you have, present that first. So, what I used to do is I used to present basic, deluxe, platinum. The right way to have done it would be, platinum, deluxe, basic. So, this is sort of a new thing that we've learned. And fill out the copy questionnaire is another really good thing.

By the way, something that I didn't show you that I was supposed to have shown you is my new discovery. Remember the four page sales letter that I said is my best lead generation sales letter? We've added something to this now which has made a big difference in our business and I really recommend everybody doing this. When they fax back the information, instead of just giving us their contact information, the very last sentence here, this is new. What is the greatest challenge to your business today? And we now have received thousands of these forms back. What do you think the number one answer they give? Not enough customers, they want more new customers.

Now, the reality is that's not the thing they should be asking for, but go try and teach them that. So, we have now rewritten a lot of our sales materials to address that, which is we're now focusing on our sales materials. This is new customer acquisition strategies for you, loaded with new customer acquisition strategies. We didn't know that. We also know the top four things, by the way. So, not only the number one thing, we know the top four things and we address all four of those heavier today, and this is something that I suggest you do in your lead generation strategies. Use that question there, 'What's the biggest challenge facing your business today?' or rework it for your own niche, and you will find that you will get some great information from that. That was kind of important I'm glad I remembered that.

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Guarantees, this is that risk reversal thing. This is now in selling your product you want to have some very powerful guarantees. So, first of all there's different kinds of guarantees. One is satisfaction - if you're not happy for any reason, we'll refund. I would suggest that you always have that.

Then, there's the outcome - if you don't do at least, if you don't receive at least, if you don't make at least, if this doesn't happen at least, we'll give you back your money. That's an outcome guarantee.

The unconditional - this should be your primary guarantee, which is that satisfaction guarantee. And your conditional - conditional is that you have to do something. You have to at least show me evidence that you did something that I'm telling you. If you show me that evidence, and you still don't get the result that you want, I'll give you back your money. Now, my suggestion is if you do a conditional guarantee, do that as in addition to the unconditional guarantee. So, the unconditional guarantee is for the next ninety days, if you're not happy for any reason, we'll give you back all your money, or within one year's time, if you don't make at least 'X' and you can demonstrate to me that you used just one measly of my strategies, then I'll give you back your money. So, do it as a building guarantee, but definitely unconditional one first.

**Guarantees (Risk Reversal)**

- Satisfaction: If you are not happy for any reason, we'll refund
- Outcome: If you don't at least receive 'X' we'll refund
- Unconditional: Should be your primary guarantee
- Conditional: Can be an 'additional' guarantee
- Multiple Better Than Single
- Refund Consequences: Typically the longer and better the guarantee... the lower the refund rate
- Presentation: How the guarantee is stated

**TMS Group:**  
*MY PERSONAL, MAKE-YOU-HAPPY GUARANTEE*  
THAT THIS WILL BE THE MOST VALUABLE EVENT EVER HAVING TO DO WITH MAKING REALLY BIG MONEY IN THE RETAIL INDUSTRY

**Brian Sacks:**  
*MY PERSONAL, SUPER-STRENGTH GUARANTEE*  
FOR THE BIGGEST, BADDEST, MOST VALUABLE SEMINAR EVER HAVING TO DO WITH MAKING REALLY BIG, FAST CASH IN THE MORTGAGE INDUSTRY

- SUPER SECRET: Guarantee the sales letter

Multiple is better than single, as I just explained to you. Refund consequences - typically the longer and better the guarantees, the lower the refund rate. A lot of people have problems with this. I have one client that gives a lifetime guarantee. He always qualifies it. He says it's his lifetime, but it's a lifetime guarantee. And he's always worried about the fact that this stuff is going to be coming back five years, ten years down the road. The truth of the matter is, the longer the guarantee you give, what we find is the less refunds you have. Why? I'm not sure, but I think the reason why is they forget. See, if they know it's ninety days, they can kind of remember that, and they can put that on their tickler file and remind themselves, "In ninety days, I got to send this thing back." But if it's five years, they just forgot about it. "I've got forever to send this thing back." And then they forget to send it back. So, longer guarantees usually do better.

The other thing is presentation. The way the guarantee is stated is very, very important. So, here's a couple of examples that I just wrote for some clients of mine. The first one is TMS, which is this is for a seminar that we're doing for retailers. My personal make you happy guarantee that this will be the most valuable event ever having to do with making really big money in the retail industry. So, we called it a make you better guarantee. This went on to say that if for any reason you come to the venue and you're not happy, we'll give you back your money and also give you back your hotel documentation as well.

This one I wrote for Brian Sacks. He's having a great event in January for mortgage professionals. Anybody who is in that business should be there. So, see Brian Sacks before you leave. It's a free event.

My personal super strength guarantee, for the biggest, baddest, most valuable seminar ever having to do with making really big fast cash in the mortgage industry, see the way you state your guarantee is as important as the guarantee itself.

And then one little super secret with guarantees is what we call guarantee the sales letter. So, what more and more of us are doing it, where we actually will state in our sales letter, and we say it very early upfront that if this isn't the best, most valuable information that you've ever found in this letter to actually help your business, just notify my office and we'll give you back \$25 dollars just for your time to read the sales letter. That's how we use guarantees in sales letters.



And it really significantly increases the readership, and I have never given back anybody any money in six years. No one's ever asked for the \$25 bucks. So, it hasn't cost me a penny, but it just increases the amount of readership because for them if somebody would state that, it just makes it appear as though this is such valuable information. Of course, if you try it, you'll probably give back thousands.

Let's do order form considerations. I'm going to be showing you examples of a lot of stuff later on, but this is one of the most overlooked areas in marketing material. How many people online, and it says "click here to order," they immediately click there to go to an order page because they don't want to read everything? They want to see how much does this thing cost now. People do it online all the time, and offline as well. You get the sales letter with the order form. The first thing you do especially if you're in Kennedy's world, you know that the first thing you do is go to the order form. You want to see how much this next thing is going to cost. Right. So, the first thing you do is go to

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the order form. The order form has to sell on it's own merit. You should not take the order form for granted. First of all, you never call it an order form. That's not a selling word. Call it something other than an order form. Call it a fast start enrollment form, something other than the word order form – fast action to get big wealth opportunity form. Next, is feature the guarantee up front on the order form. You'll see some good examples of those forms in a few seconds. The guarantees are stated right up front.

Testimonials - if you have any blank space on the order form on the front or the back of the order form, fill them up with testimonials. There's no sense sending out blank space. Dan Kennedy's comment, last time he looked, blank space sold nothing. Fill them up with testimonials.

Restate everything they get. Again, a lot of times the order forms have to do the entire selling job for you. So, if you're going to be sending out this big system here of ten different, twelve different items, restate all those on the order form, what they're going to get.

Order of good, better, best choices, again, I mentioned that before. Put first your very best, the platinum system, next deluxe, then basic. Do it in reverse order as we did it for years, and you'll find that you'll actually sell more of the better system.

Restate continuity or auto-renewal. So, if you are going to put them in a continuity program, or I shouldn't say that – when you put them in a continuity program, make sure you have some language on the order form that notifies them that they are going into this continuity program. It will cut down a lot of problems later on, and I find it does not cut back on any kind of ordering rate.

Payment choices - you've got a couple ways that you can present it on the order form. All the money now, pay something now, a multi-pay – if you do a multi-pay option, which is three pay, usually it's best to give them an incentive to do a single pay option. So, it's three payments of \$300, or you can do a single pay of just \$797. That's a good way to present that.

Pay later – if you do the pay later thing, make sure you don't have to go chase them later. You want to get the credit card information now, and then now when later comes, you just put the credit card through. It's not, “By the way, hi there, you've been getting my stuff now for six months for free, it's now time for you to pay. Would you give me your credit card?” That's a hard sale to make at that time.

Split between credit cards - we find that a lot of people have challenges with their credit cards. So, if you give people more than one credit card option, put on there if they

give you more than one, if one doesn't go through, you've got a second one to go through. You can't make it mandatory, but you can make it an option.

Even payments versus staggered is a pretty cool thing. I don't use it much, but a lot of people like the cheap entry in. So, the first month is a hundred dollars, month two is \$200 dollars, month three is \$300 dollars – it goes up as time goes along. People like the lower entry point to a sale, and that's an option. That's a thing to try in your marketing funnel down the road.

The other thing is make sure you state all the credit cards you accept. Don't just put on there, "We accept all credit cards." Write them out – Visa MasterCard, American Express, Discover, whatever, Exxon Gasoline, whatever you accept, put that right on there. Don't take for granted anything.

And also, one of the things that you might want to look at is the way that you present the credit cards and you accept them. So if you want people to use American Express more often, which believe it or not, a lot of marketers don't. You should because American Express has higher credit limits. When you have less charging problems with American Express than any other credit card. So, if you want people to use American Express more often, list that first on your order form.

Shipping charges, I'm on page fifty now. Shipping charges is a good thing to offer for free, if you want to encourage single pay. So, if you want to say to them, "You can make three payments of 'X', or if you want to do single pay, we'll give you free shipping charge." It's a nice little bump, or if you want to use it to encourage American Express, "If you use your American Express card we'll take care of the shipping charges for you."

Deadline to order, make sure you've got your deadline to order on the order form. No deadline, no offer, we always stamp them in red right on the order form. We want it to stand out. Do not ever send out an order form without a deadline on it.

Deadlines to receive bonuses, if you're adding bonuses, make sure you put that on there as well. You can – a lot of people want fast delivery. Once they make a decision to buy, they want to get it real fast. It's getting to that decision is often the problem, but once they get to the decision, they want it real fast. So, what you can do is we find it's amazing how many people will pay extra for next day delivery, and you can make it an option on your order form.

And also, order choices, the ways that you allow people to order – fax, online, by mail, phone number, whether you have an 800-number or not an 800-number. One little thing that we've learned is that most of us that do, are selling quite a bit to Canada today,

if you use an 800-number, make sure your 800-number works in Canada. It doesn't cost that much more to get one that works in Canada, and it really is a big impediment to sales if you're taking Canadian orders and they can't use your 800-number.

But, the order of choices that you use, the more choices the better, sometimes. Let me qualify that. Well, let me qualify that. Here's the deal on that. The more choices you give them to order, the better it is, but if you get a lot of mail orders, people mail you in their orders, then you also often times get a lot of checks. I hate checks. I hate them. When we get a check in the office, we get real grumpy. The reason why checks are bad is because checks don't allow us to automatically put you in continuity. I love credit cards. Credit cards are good. Checks are evil.

So, but at the same time, it's a decision you have to make. You decide to allow people to mail in, you will be getting checks in the mail. But what you can do is you can give an incentive for faxing. Faxing, the only way you can order by fax is with credit cards. So, if you fax the order in, we'll give you free shipping. If you fax your order in, we guarantee we'll get it out to you within 48 hours. So, we'll send it out to you fast. Fax in orders, so the order that you put this in, often times makes a big difference on how you receive the orders.

We left off with order form considerations right? By the way, just to help me a little bit, who here has got like one great idea to help their business so far? How about like five great ideas? Thanks, I needed that feedback. I appreciate it.

We're still in this issue of marketing. I want to talk now about offers. Often times, and you'll find that if you put people through a sequence, and I'm going to show everybody a marketing sequence in a little bit, but if you put people through a sequence to buy your product, that as you move along the sequence, you need to change your offers in order to keep the reason for sending additional information fresh and new.

So, the first type of offer is single pay. We talked about that. Just pay us all our money, boom. The next is multi-pay. Multi-pay with single-pay incentive, we talked about that a little bit. Try before you buy. You're actually going to see my marketing sequence somewhere around the 35<sup>th</sup> day; we give them a try before you buy opportunity. I'll show you about that.

Tied to a bonus, so the offer is you get this and you react before such and such date, you get this big bonus. Tied to a deadline, you should always have your offer – always, always, always have your offer tied to a deadline. If you do not have a deadline, I will guarantee you that people that would have bought will not buy if they do not have a deadline to buy, and a combination of all of the above is good.

The Dean Du Vall quote which is be careful about sampling. *A prostitute never delivers her product before she's properly compensated in advance.* So, be very careful. This goes back to the whole issue of teaching. Be very, very careful that you do not give away anything that you would be normally selling in your product. People tend to make this mistake. They think they're information is so wonderful that they can just get a little bit of this in their hands that they'll fall in love with them. This doesn't happen. What happens is they get the little bit of information in their hands, and then they never buy again.

Testimonials, the best kinds have one of the following characteristics. Number one is they have some kind of results that are measurable. So, if you can have a testimonial that can express measurable results, I often times will see people's testimonials in their own materials that really are not strong enough. So, number one is they have to have some kind of results.

Number two is if they answer a specific objection. So if you want to make up the list of what are all the reasons why somebody would not buy this product, you need to have a testimonial that will answer each of those things on the list, much better than if you were presenting the answer yourself.

And the last thing is they demonstrate the use of a specific strategy. So, for instance, so I'll just give you this as an example, if you're teaching people how to market their businesses, if you could give a testimonial that will say this specific strategy that I'm showing how to market my business did XYZ for me, that's also a wonderful way to show testimonials.

So, when you show testimonials, you want to show a lot of them, and each one has to have its own separate purpose. There's no need to duplicate the purpose over and over again. Only use the real ones. It's a biggie. Don't make them up. Make sure you get written permission. A couple testimonial strategies, first of all, make two lists. One

<p><b>Characteristics Of A Good Continuity Product</b></p> <ul style="list-style-type: none"><li>• Much Higher Stick Rate vs. Renewals</li><li>• No Marketing Costs</li><li>• Hyper Responsive Customers Will Surface Out Of Them Who Might Have Otherwise Not Renewed</li><li>• Toll Position</li><li>• Substantially Increases The Value Of The Business</li><li>• Often Becomes The 'REAL' Business Within The Business</li><li>• Typically Difficult To Front End</li></ul>
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is every claim, feature, benefit about you, about what you are marketing that you want to substantiate. So, then you want a testimonial for each of those. Where the other one is every doubt, fear, question that might exist in your prospect, customers minds. Once you come up with that list, let's say you've got six things on one list, and eight on the other. That's at least fourteen testimonials that you need.

When you don't have them – this is a question that I get a lot because people just starting out they don't have testimonials. You really need them, so there's a couple of

things you need to do when you first start out. First of all, if you have a testimonial from them but about something else, you can often tweak that. So, let's see if I can think of an example. An example would be if Dan Kennedy has a testimonial for being a gold member, and all of a sudden, we want to start selling gold plus coaching. We can take the gold member testimonials, and possibly tweak them a little bit and then ask the gold member if it's okay if we say this. So, you can often times borrow from one thing to move it to another thing that's related, but we can do it with consent. Most people who are raving fans of yours are more than happy to allow you to do that.

The other way to get testimonials, and this is one of my favorite ways for new product, is to do it with the promise of an exchange to beta test my product. That does a lot of things for you. So, let's say you decide to create a new product, and you haven't sold a bunch of them yet, but you know you need testimonials. You can go identify a dozen people, or maybe it's a half a dozen people, however number you want it to be, and you say to them, "Listen, I really would like you to do me a favor. I want to give you this product I'm getting ready to sell for \$1,400. I'm going to give it to you, but in exchange for that, I want you to do two things for me. I want you to come back to me in thirty days, and give me your honest feedback on this product, and also I want you to give me a testimonial if you're pleased with what this has done for you."

And when you've given them the beta test and empower them to give you this back in exchange for that, that's one of the quick ways to jumpstart getting the product. By the way, this is a very good time to do this during the product creation stage, not when the product is completed. So, let's say it takes you three months to create a product, about a month and a half into it, you've got enough of it assembled where it's ready to hand off to somebody. It's not finished yet, but it's enough assembled to hand off to somebody to get some feedback from them, how good your product is, and also to get a quote or a testimonial so that when you are done, you've already got these half a dozen testimonials in place. It's one of the best strategies that I've seen to get testimonials with a new product.

The other way is to borrow testimonials from a related party with consent. So, that would be something such as if I'm selling Barry Shamus' course that I could take some of my testimonials that I've gotten and I can allow Barry to use them to help sell his course because there's a relationship between our two courses, with my consent and also with the consent of the person I got the testimonials from. So, a lot of times people will do that in order to jumpstart those testimonials. They'll do it that way with some kind of related product. Is that our testimonial request form? All right, hand it out.

So, this is the actual form that we use, and we continue to use today in BGS Marketing in order to get our customers to give us testimonials. It's a two-page fax that

we send out to them, and we have literally hundreds and hundreds of testimonials that this has generated for us.

As you get it, you will notice something very important about this. You get a reward for giving us a testimonial, and then you get a second reward if you give us one of the best testimonials that we get. Now what does that do? That just changed the one sentence testimonial to the full-page testimonial. And that's how you start getting them back now. So, instead of getting the one sentence back, they're all competing for the better thing. They give you now the whole book, and then when you get the book back, then you can slice and dice that and pour out of there the things that you really need for your business. So, that's my single best testimonial strategy that I have ever used.

I'm also giving you as a gift; this is our latest testimonial book that we have put together for our BGS Marketing system. These will show you how to put together a good testimonial book. There are a lot of things in here that you should take note.

Number one is the actual words that the testimonials use to show results, show quantitative results wherever we had. Number two is whenever we have them, we have photos of the people. We put their real photos in there. We use their full name, no initials, its their full name and the city and state that they're from, and the name of their business as well. So, we do all that.

I'll tell you what I don't do, which I have done in the past, but I no longer do. I used to publicize their phone numbers. So, I would actually – because a lot of my people used to say to me, “Bill, I'll be happy to talk to anybody that you want me to talk to if it will help you out, to help sell your program for you. I'll be happy to do it for you.” They were happy to talk to these people. Some of my retailers were so lonely, they wanted to talk to anybody they could talk to.

What happened is this, is they start teaching, and again, it goes back to this whole issue of you don't want any teaching done. So, I stripped out their phone numbers because I don't want them teaching. They started teaching different strategies that I teach, and what's going to happen is immediately the person says, “Oh, that's not for me.” I don't want them to make that decision. The only decision I want them to make is it's not for them once I get all my materials in their hands.

Okay, what I'd like to do now is I'd like to show you my, and I've never showed this to anybody before, I'd like to show you my early BGS Marketing funnel. This is my early funnel. This is when I first went into information marketing business in 1999. I had a three-step funnel, and basically the three-step funnel was this: I had a free report, which is a 28-page report that I mailed out to a lead, and it had an order form inside and it had a two-week expiration date. And if they didn't respond in two weeks, I sent out

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another 28-page letter, which I tweaked the front copy of it. I said on there, “Second Notice,” and I told them that they previously requested information from me before, and about two weeks ago, I sent them information and that we haven’t heard from them again. So, I’m sending you the information again.

Then, on top of this, I attached to that what I call a hot sheet, which is just a sheet attached to the report that went on top of there. It says there, “Dear colleague, attached is the information I provided at your request. I only can assume that the \$800 requirement is a stumbling block here. So, let me take that out of the way.”

So, what I did was a moved them at that point to a three-payment option. My first report was single pay. Two weeks later, I moved them to a three payment option, and then that went out with a two week expiration date, and then on two weeks later, they got my third, and at that time, final notice, which was a hot sheet again, just another new hot sheet, that went out on the second report. I didn’t even change the second report at all. I just sent it out right there.

Now, what happened was we made about equal amount of sales at every level. At the beginning, all I started out was with three steps. My recommendation to everybody here is if you’re starting out new, and were doing an offline marketing funnel, not online, but if you’re doing an offline marketing funnel, you should think in terms of starting out with three steps and no less than three steps. Pretty much, the Dan Kennedy rule of thumb is three steps will always double response. In our case, we found that it actually tripled response. We got about equal quantity, equal response to each of the steps.

Now, that was my earliest funnel. Now, what I’d like to do is I’d like to show you my current funnel. After the third step, I was still getting sales. So, I was wrong in stopping there. I should’ve continued. And so I developed a more elaborate funnel, which is the funnel we have today.

So, the funnel we have today is on day one, and I had this one fictitiously personalized for Dan Kennedy. Many of you have probably seen this before. This is from the Ultimate Porn Shop. On day one, they either get a fax or they get an email or they get both, but it’s the same text regardless. And this goes out to them on day one telling them that the free information that they requested is on the way to them, and we also give them a couple testimonials, on day one, of some users so they can sort of get more excited about the fact that this information is on the way to them.

Now, in addition, on day one, we send out by FedEx, and we’re now testing some other envelopes as well, but we get this pretty reasonable. We buy FedEx bulk. This costs us about six dollars a mailing. We’re testing some other oversized envelopes. We send out by FedEx the free report that they requested, which I have clearly over a

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hundred hours invested in creating this free report. This is now 32-pages. I call it a retail business special advisory. Again, it's not a sales letter. How to simply and easily discover the hidden wealth buried in your business, I contend that's a fill in the blank headline for just about anybody, and we also show them money on the front of this because I think money really is an important visual.

Oh, by the way, attached to this free report inside the FedEx envelope, attached to it is an orange card. And what the orange card is, is here's the information you requested, and it tells them where they requested the information. We had these made up for all of our lead generation sources.

So, if they requested the information online, we put the online one on there. If they responded to the four-page letter we send out, we have a version for that. If they responded to a trade magazine ad, we have a version for that because they forget where they asked for the information. So, you need to remind them where they got it from. So, we put that right on there.



And then, as you open up this report, I'll just show you a couple of things inside. It starts off with another headline, "What's the best chance of making real money in the retail business today," I contend that's fill in the blank again for just about any business. The answer below may surprise you.

Then, I do a couple of things, and these are just excerpts out of my 32-page report. My system really isn't for everyone, and I tell them that if you're not willing to change, if you're an awful retail operator delivering lousy products and services, if you're more concerned with being like everyone else in your retail category than you are with making top profits, if you don't think you'll ever be successful, if you'd rather run image ads that don't get customers and on and on.

Basically, what I've done there is I've sort of just embarrassed them into saying, "So, I'm not that person." So I'm now bringing them into my fold. Then, in my report, I include a cheap pen. It costs us about a nickel a piece. We buy them bulk. We throw that in the envelope, and I ask them to get out the pen and it says here, "Presumably you're reading this report for one or more reasons. I think I have heard many of them already from other retailers just like you. Now, I want you to do me a favor and yourself one at the same time. Use the pen included in this packet and check off each of the reasons below that apply to you."

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So, now I'm getting them involved with my letter, interacting with my letter, and I have about five or six things there, and then it moves on to the next page, where I've got another dozen of them, and then it moves on to the next page, which had all five or six of them. So, I had about twenty different things in there that are different things that they could interact with. Again, if I can get them to interact with this sales letter, the chances of selling them goes up dramatically.

I also want to move them to platinum, to the highest level. Another thing in there says, "What system is for you?" And I have them check off different things. Now, I have very, very carefully structured these five things to make most roads lead to platinum. There's a real deliberate strategy there in doing that, so that in most cases it's going to move them to the highest level.

And then, I also do a little bit more of embarrassment at the end, which is your choices, throw this out and forget all about it, accept your business as it is, your skill at retailing marketing unchanged, think it over, procrastination. Again, I disqualify that one. Being too busy to invest in your business, I disqualify that one. Being too smart to invest, I disqualify that one. If the ad is not good enough to sign now to invest on a fully guaranteed zero risk basis. So, I do a last minute disqualification in there. So, that's just a couple of highlights of what's in that 32-page report. I can spend an entire seven days talking about all the direct marketing strategies that are going into it, an entire seven hours, not days. But we also include in that packet, the retailer's speak that I just gave you. So, there's a whole brochure in there on testimonials. We also include an order form. Here's our order form. So, you can see the headline, and this goes back to some exclusive no-risk one year, one hundred percent refund guaranteed, Bill Glazer retail business building system, fast response acceptance form.

Now, do you think I put any thought into that headline? First of all, we get our guarantee right upfront, real important – one year, one hundred percent refund guarantee. Second thing is Bill Glazer's retail business building system. See, this is really a marketing system, but what I found is people don't like to buy marketing, so I changed it to retail business building system. I changed the name away from marketing. Marketing has like a taboo to it. I don't know why. And then, we have a fast response acceptance form. It's not an order form, fast response acceptance form.

**THE ULTIMATE IMPLEMENTATION TELE-COACHING PROGRAM**  
 designed to take your business to the next level. **GUARANTEED**  
**'No-Risk' Enrollment Form**  
 LIMITED TO 400 MEMBERS

You Will Sign This Right? If you want to take advantage of our generous offer to take my business to the next level with your 6 month IMPLEMENTATION TELE-COACHING PROGRAM, I'm listing this Enrollment Form back to you before October 31st, in reward of giving the 100% monthly fee, my investment is HALF PRICE (only \$197.50 a month). LIMITED TO 400 MEMBERS

**PLEASE...** I'm fully committed to your program.

**100% SATISFACTION GUARANTEE**  
 During the ENTIRE 6 MONTHS, if I determine that this is not for me and I do not wish to complete the program, I may then request and receive a FULL REFUND. Plus, you will also donate an additional \$100.00 to the charity of my choice.

**IMPLEMENTATION PROGRAM COMPONENTS:**  
 Implementation Call #1 - October: "The 10 Key Marketing Components"  
 Implementation Call #2 - November: "Secrets of Strategic 'A' Technology"  
 Implementation Call #3 - December: "90 Minutes Open Q & A"  
 Implementation Call #4 - January: "The Secrets of Direct Mail"  
 Implementation Call #5 - February: "Samples of B.C.'s Best Direct Mail Pieces"  
 Implementation Call #6 - March: "Mastering Best Direct Response Campaigns"

**PLUS...** Recorded CTO of ALL the calls in case I miss one or do not see and see again.

**PLEASE WRITE LEGIBLY**

Name \_\_\_\_\_ Business Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ e-mail \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_  
 Credit Card: Visa \_\_\_\_\_ MasterCard \_\_\_\_\_ American Express \_\_\_\_\_ Discover \_\_\_\_\_  
 Credit Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_  
 Signature \_\_\_\_\_ Date \_\_\_\_\_

FAX BACK TO: 410-825-3301 Attn: Darlene

Then, we have the date stamped in red, the expiration date. That's actually stamped in red. We have everything that's

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outlined that's included. As I told you, the order form has to stand on its own merit. So, everything that gets included in the basic, deluxe and the platinum package. Then, we also allow them to check off which one they want. There's a bonus one-time only opportunity to buy Barry Shamis' product. That's an upsell.

For faster service, remember I told you I like faxing. So, for fastest service, fax back to – we're pushing the faxing because with faxing they have to give us what? Love those credit cards. Checks are evil. And there is however an opportunity if they don't want – and see how the fax is real big, but then in smaller letters, if you need some more information, please call toll free Monday through Friday. We'll return your call within 24 hours, or they can mail it in, in real small letters.

So, I'm pushing the fax, and that's the first envelope that goes out. Then, in day four, they get a postcard, an oversized postcard, which is this over here, and this is like what I call a nudge. And on the postcard we ask that question, and on the back of the postcard, it's pretty much testimonials from other members. It's all personalized. This one goes to Dear Dan. It's from Dan Kennedy, to Dan Kennedy, the Ultimate Porn Shop. It's personalized to him because personalization improves response dramatically. John



Carleton, for those of you that are staying for the summit, he'll be speaking a lot about personalization. It increases dramatically, and then on day ten, we send them out nudge number two, where are your opportunities simply and easy to discover the hidden wealth in your retail business is about to expire. And then, the opposite side of that postcard is the same format with different testimonials than I sent out on day four. Day ten, that goes out.

Then, on day fifteen, we send this out to them, which is a fax, and again, we are now getting permission to fax them when they fill out the lead generation stuff. They're acknowledging permission to fax to them. We're faxing to them legally here.

Dan Kennedy, your risk free guaranteed retail business building acceptance form is about to expire. Included with that fax, it's a two-page fax, we also give them an order form because they may no longer have the order form from day one. So, we send them another order form.

Then, on day 22, we send them out probably one of our most successful pieces, which is a big bank bag because what we're talking to them about is money. So, we send

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them out this bank bag. We actually mail the bank bag, and inside the bank bag there is a letter, which says, it's only a two-page letter, I believe, "Your opportunity to simply and easily discover the hidden wealth in your retail business has expired."

We tell them it's expired, but then we also go on and tell them out of the goodness of our heart, we're going to give them another chance. And at this point, this is a two page letter that goes in there, at this point, because it's a bank bag, it allows us to mail something of some size. So, we either put inside a CD or an audiocassette tape, depending on what they requested because when doing our lead generation, we have them check off, "Would you like us to send you our information by audio cassette or CD?" So, we know how they want it, how they want to receive it.

So, we send them a CD, and the CD is a live presentation that I did in Las Vegas, which teaches the top ten marketing advertising mistakes that business people make, and then at the end of the CD, I come back on and I basically read them my sales letter. My 32-page sales letter is basically read on the end of this CD.

Also, included in this CD, all throughout are live testimonials of real members. So, that's on here as well. This goes out, and of course also, we include in there one other thing, which is - order form. You never take for granted the fact that they have the order form.



Then, on day 30, we send them another fax, which is Dan Kennedy, I've run into a small problem, and basically this fax talks about the fact that we got an order faxed to us from their zip code, and it came through in – we couldn't read it. We know it came from the zip code, so we're sending all the people in their zip code, this order form. If you're that person, please fill out this order form and send it right back to us.

Then, on day 37, we send them out a first class mailing piece. This is a genuine imitation thing that looks like it's certified. We created all this ourselves. It's a fake certified thing. Send this out to them, and inside that we send them out a four page sales letter on yellow legal pad with a round tuit on top of it telling them that this is their absolute final notice that they're never going to hear from us again. This is their best chance. They can actually try the system before they buy it. All they have to do is pay the \$19.97 shipping and handling, and we will bill them in 31-days afterwards. So, they can just try the system after they buy it, with a round tuit because obviously they never got around to it. So, we give them a round tuit.

Then, we took our 32-page sales letter, and I knocked that down to eight pages, which is a miniature version of the sales letter telling them everything that's included.

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Then, also included in there, we give them a fold-over piece, which is, “Please see inside if you decided not to accept this offer.” And when you open that up, there is a final time opportunity that we’re talking about with everybody together, a? Order form. So, you also get an order form. Never take the order form for granted.

That was the absolute last time we were going to talk to them until day 46. On day 46, we send out to them Dan Kennedy, this is your final notice fax with an order form. So, there basically is the marketing funnel from day one up to day 46 until you get to day 48.

At day 48, we do an outbound telemarketing call to them. Which is today, I must tell you, it’s like found money. Other people that are doing it, I was talking to DJ earlier. He’s putting in his funnel too now. I was talking to Dean last night. He’s got it in there. It’s doing great for him now. We do an outbound telemarketing, which is just finding hidden gold in our business for us. That’s on day 48. And I’m going to be doing an outbound telemarketing presentation tomorrow at the summit. I’m going to tell you the exact wording that our people use when they do that outbound call.

And we also do some other things. We also keep working the old leads. So, at some point, we’ll send out a two-page fax with a scratch and dent offer that’s usually around six to nine months afterwards. This is the sales letter that we send out, scratch and dent with the photo of me like, the crazy photo. I stole that from Chauncey Hutter.

We also send out, with old leads, one of these newspaper books, which I actually have one of these I’m going to be giving out to everybody shortly as another gift from us, one of these newspaper books that mail as first class mail. These are to old leads, like a year down the road, and we are now testing and very successfully so, we are now testing front-ending our newsletter business to all unconverted leads, also a year down the road, a trial subscription to our newsletter.

So, that’s the whole marketing funnel. Once you get a lead today, in order to move that lead to a sale, and every step of them are profitable. If you turn to page 53 of the book, I have some examples here that I want to go through quickly.

Number one is on page 53 to 68, this is a letter that I sent out after I spoke to a group, I got the list of all the non-buyers, the people that didn’t buy my marketing system. I mailed this letter to all the non-buyers that produced for me another twelve sales from a group of about a hundred people. We got another twelve sales out of the non-buyers.

When you speak to a group, those are really the best conversion that you’re ever going to get. They have some familiarity with you. It’s a real shame not to follow up to

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all the non-buyers. So, that's page 53 to 68. That's for you guys to study some other time.

On page 69, I had included in this book. It's Joe Carbo's one page ad that he ran for years in the paper to sell a ten-dollar product that was the only thing that's ever been successful doing this, but the headline, "Too busy earning a living to make any money." I just gave it to you for nostalgic reasons.

Page 70 to 83 is a step in the funnel for Chauncey Hutter's. It's one of his last steps. Do you see where it says final notice? Final notice doesn't mean last step. It means a later step, but from page 70 to 83, I thought I'd show you somebody else's good copy that he uses to sell his marketing system. On page – oh by the way, look at page 83 for a second, pretty good order form on page 83. See, first of all, do you see what he calls it? Special no-risk maybe acceptance form, pretty good name for an order form, and then right beneath it, he has his three guarantees in boxes right beneath it. You could tell Chauncey knows what he's doing.

The only thing that I would do differently here, which he didn't know back then, which I didn't know back then, is reverse it. I'd put platinum first, and then gold, and then silver beneath it.

The way he handwrites over the prices with some special prices for special offer. That's a real good technique to use. It calls attention to it. And a pretty good order form. The only thing I don't see on here – oh, there his deadline in the center. Your quick response discounts must respond by, and he has a blank for the deadline. I guarantee he stamps those in there in red to make them stand out.

On page 84 is for Ron Ipach, that's one of the steps in his marketing funnel with a postcard that he mails out. It's a very nice technique where he actually has one of his students standing in front of their shop holding a big sign of how much money he made using Ron's strategies, very nice technique.

On page 85 is a good example, the reason I put this in here, by the way, all these things came out of my swipe files. I only shown you stuff that I know has worked. I've got a lot of swipe files of failures for other people too. Page 85 is a good example of a different offer in a funnel. Pay only after you put an extra \$10,000 in your bank account, and basically if you go through and read this, I believe, if my memory serves me, is you pay some now, and the rest after you put another \$10,000 dollars in your bank account. The reality is the marketers only really planning to get what he's getting now. If he gets anything later on, it's bonus, but it's enough money now to make this whole thing worthwhile.

Page 87 is another example of a different offer. Review my million-dollar membership package free for 30-days. If you like it, pay only half now, and the other half on April 16<sup>th</sup>. Why is April 16<sup>th</sup> such an important day? Right, he's in business – he teaches people how to do tax, more tax returns. So, he's in the tax business. So, April 16<sup>th</sup> and when these tax guys have all their money. So, he's allowing them to pay after he has all their money, but he's get half now, so again, the half now is enough to cover him.

Page 89 is another example of the magazine tear sheet that's mailed out. This is Rory Fatt's with a post-it note on there. That's an example of that.



Page 90 are three covers, four covers of the little newspaper book that we're all using today to send to old leads in order to – it's like found money that you can dig people out of old, old leads, that are year or more old. And these are from Rory Fatt. He had enough returns that weren't delivered. He was kind enough to send me 240 of them, so everybody can get an actual sample of Rory's book.

Page 91 and 92 is the bank bag that was used by Chauncey Hutter where he actually mailed out a videotape. And he mailed out a videotape of a presentation he did, and this is also to get them to buy his course, which page 93, 94 and 95 was the insert that went into that.

Page 96 through 123, who here deals with a sophisticated market? Well, first of all, we know that our type of marketing works better with a sophisticated market than the sophisticated kind of marketing does, but I will tell you if everybody that I know that does the best job of putting out a sales letter or what I call sort of the higher end type of approach, it's Craig Forte. On page 96 through 123 is his actual sales letter that you can actually study that to see how he's doing it on a little bit higher end. It's not really high. Believe me, Craig is a very, very astute smart marketer. So, he would never stoop to doing something that's really nice.

He would only go so far, and this is about the limit that you want to take it to as far as being sort of upper end. If you look at page 122, this is that situation, when I talked about affinity in the market before, this is a situation where Craig, as I said, only thing that he's involved with real estate is the fact that he owns a house. So, he has no affinity to the market. So, he has Lori Kay. She's the realtor on page 122 that this letter is coming from about how she discovered this marketing genius, Craig Forte, and how she's discovered his implementing strategies and everything that's available to other realtors to learn. So, that's the way to do the borrowed affinity. Page 124 is a step in

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Craig's cycle. You can see how he can go from 30-some page sales letter right down to a simple four by six postcard, a step in his marketing funnel.

Page 125 is a step in Rory Fatt's marketing funnel where he actually has a letter coming from a staff, is another way to present in your marketing funnel. It doesn't always have to come from you. Page 126 is another step in Rory's marketing funnel.

Page 127, page 127 is Chauncey Hutter's scratch and dent offer, and look at the photo. The photo is what I really wanted to show you on this here. Using this photo that tells a story, Chauncey was like pulling out his hair type of photo. It tells a story. It grabs attention. That's the photo he uses. Turn to page 128, he put a little handwritten note in there that he just got from a member. Again, it's ugly stuff. It gets more attention. Page 129 is still the same piece. It's a scratch and dent sale offer. There's some good copy in there that you can S&D for your own purposes. Page 133 is his enrollment form. So, he calls it scratch and dent sale enrollment form.

Page 134 through 163 is Ron LeGrand's testimonial book, and I gave you my testimonial book today. This is Ron LeGrand's, there's two people that do the best job with this that I know. One is Ron LeGrand. The other one happens to be in this room, not me by the way, and I'll point that out in a second. But you look at his stuff. He has actual pictures of all the people. He actually shows checks. Turn to page 136. He has checks that he shows what they made. He has pictures of the houses that they've sold. Again, page 139, the same deal, the check that they made. The house they sold. Let me find my favorite one.

My favorite one is page 159, Marco Koslowsky. He's got a check in there for \$1,878,986 dollars, which was only a partial payment. He actually made \$2.5 million on transaction. So, this is a real preponderance of proof, and great, great use of testimonials to show you how to use them in your marketing funnel.

Moving on, page 164 through 183 is Rory Fatt's testimonial book. Page 184 is the other person that does the best job with testimonial books who is in the room is Ted Thomas. His are very much like Ron LeGrand's in the fact that a preponderance of proof – pictures of real results. I mean, you look at this and you've just go to believe it.

By the way, if anybody here puts on events, I'll mention this again tomorrow, puts on events, Ted Thomas is one of the best people to get to come to speak at your events. He really produces good numbers, and you can use him as a bonus night owl session. He's one of the real true professionals in platform speaking that I've ever met.

Page 203 is Rory Fatt's request for testimonial form. I gave you mine today. This is Rory's, and this is what he sends out, 203 and 204. So, here's another example of how to get testimonials.

Page 205 is Ron LeGrand's, 205 through 209. I'll tell you what's important about this one. Look at page 208. What he's doing is, which is very good, he's sending them a sample good testimonial. He's showing them what he wants them to give him.

Then on 209, what he's also doing is he's getting them to sign a release, which is also my form as well, the sign and release. The lady who asked the question earlier about teleseminar releases, same deal really is with this case is using these testimonials. You should get people to sign a release.

210 is Jason Juliano who 21-year-old kid making well over six figures a year in the information marketing business today. He's being constantly distracted by going to college, but his Federal Express request for testimonials that he sent out.

Page 213 is another one of Rory Fatt's request for testimonials that he sent out.