

The Internet Success System

That
Never Fails

The Amazing New Concept That Shows Success
Can Be Reduced To A Never-Fail Formula

Multi
Millionaire's
Success
System
Revealed

Jo Han Mok

#1 International Bestselling Author Of 'The E-code'

Introduction

This very report you're holding, is a culmination of my personal notes and observations on the core business secrets of T.J Rohleder and how he built his company, M.O.R.E Inc from the ground up with a pittance of \$300 after selling off his beat-up van to grossing over \$100 million dollars 20 years later.

Personally, almost everything I do in my business is based on these very same secrets you're about to discover in this report, and it has also brought in millions for me, albeit not a 100 million dollars yet.

It is my contention that systems work, and people fail, and I'm totally convinced that ANYONE who uses this system WILL prosper and grow rich.

As you read every word in this report, you'll be amazed at the utter "Homer Simpson" simplicity of the strategies and concepts revealed therein. And the truth is making money really shouldn't be THAT complicated.

If you can't summarize your business plan on a napkin, it's too complicated!

Enjoy this report, and bask in the knowledge that armed with these insider secrets, you can now grow as rich and powerful as you humanly can..

The 'little guy' CAN succeed!

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Your Dreams CAN Turn Into Huge Amounts Of Cash!

Here are five easy steps to turn your dreams into cash:

- 1) Pick an area that you're passionate about and gets your blood going.
- 2) Find people and companies who are serving this market.
- 3) Study the ways they are making money.
- 4) Find or develop products and services that can help the people in this market get something they really want.
- 5) Constantly stay in touch with your customers. Let them know they're important. Give them more of what they want.

Remember, the real secret to getting rich is to re-sell enough products or services, at enough profit, to enough people, over and over again. The steps above help you do this.

9 Questions That Form Your Roadmap To Unlimited Wealth And Power!

There are nine simple questions to answer before you can make any real money. These questions are fundamental in building a successful business! These nine questions are:

What Product Will You Sell?

This is a most basic question. You must decide what business you are in before you can go any further. You must decide what you will be selling. What product will you sell? Has it been tested? If it has, was it successfully tested? What price was it offered at? These are questions you would need to answer as part of the overall goal of deciding what to sell.

Is It A Product People Want?

Is there a large segment of the market that will want your product? What is the size of your overall market? What is the potential dollar amount for profits? What will be the best media outlet for advertising? What is the future market? Will it be the same, smaller or will it grow? Can you easily introduce new products or services in the future?

Can You Better Serve The Market?

If your product or service is offered to the public already, can you offer it at a better price or better quality? Can you give better customer service? If you can offer a better price, can you still turn a large enough profit?

Can You Forsee The Obstacles In Your Way?

What other businesses are targeting the same market? Are they large, well-financed companies that have already saturated the market? Will they counter your prices by lowering their prices? Are your supply sources able to keep up the demand you will encounter? Have you arranged for enough financing to carry you through your first year(s) until you show substantial profits?

Do You Have A Strategy?

Will you specialize in one area, or will you diversify and offer a variety of products and services? Will your product(s) be marketed to a general audience or will you only target a select market segment? Is there a limited supply of your product, or can you get as many as you want whenever you want? You don't want your supply to run dry right at peak sales times!

Do You Know What Tactics To Use?

What tactics will you employ to accomplish your goals? What special offers will you make? How do you plan to keep an eye on your competition? Do you know what media you will use to test the marketability of your products and services? Do you know when your competition advertises and how they do it? Do you know what your competition is doing wrong that you can use to your advantage?

What Activities Will You Outsource?

Who will be responsible for writing your ads, sales letters, etc.? Who will be in charge of ordering inventory, shipping the product, taking orders, etc.? Who will keep track of all your book keeping? Will you do all this yourself, or will you hire outside help?

How Will You Be Staying Abreast?

Which offers are pulling the best response? What are your net profits on each offer? Which media is pulling the most sales? Are you prepared to sort and analyze the patterns of buying? Does your market analysis determine that there is a need to create additional products and services for your customers?

How Will You Manage Your Cashflow?

How much money will it take to maintain and support your marketing goals? Have you limited your growth by not allowing enough capital for new marketing tests? How many mailings can you afford to do on a weekly or monthly basis? How much will you need to pay for mailing lists, etc.? What percentage return do you need just to break even and cover your costs?

Answering and then re-answering the nine questions will help you take the mystery out of making a ton of money! A good marketer will constantly re-evaluate and ask himself these nine questions!

How To Eliminate Financial Worries - Permanently!

Here are 19 things that can make it possible to NEVER WORRY ABOUT MONEY FOR THE REST OF YOUR LIFE!

If you are in tune with what people really desire ...what they really want and need, then you will never have to worry about making money. Just concentrate on giving people what they really want.

A good salesman always thinks about how to give people more of what they want.

It's like a game that you can play for the rest of your life, always trying to figure out how to give more of what people want, represented in the form of your product.

People's desires can be transformed into huge amounts of money if you can tune in to what they need, and want, and then find ways to give it to them.

Desires/Wants

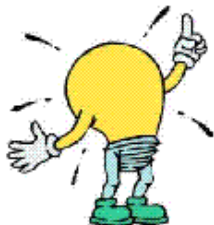
People Desire to:

1. Be successful and financially independent
2. Be sociable and hospitable
3. Express their personalities in a positive manner
4. Satisfy their curiosities
5. Emulate admirable traits
6. Take pride in their possessions
7. Acquire or collect things
8. Be admired and win affection from others
9. Mentally improve themselves
10. Be influential over others
11. Belong
12. Be first
13. Be current and up-to-date
14. Be creative
15. Resist domination by others
16. Be good parents
17. Be efficient
18. Be recognized as an authority
19. Appreciate beauty

People Want To:

1. Appreciate Beauty
2. Express their Personalities
3. Resist Domination by Others
4. Acquire or Collect Things
5. Satisfy their Curiosity
6. Be Recognized as an Authority
7. Win Affection from Others
8. Emulate the Admirable
9. Have Money-Making Opportunities
10. Have a Business of Their Own
11. Save Money
12. Save Time
13. Take No Risks
14. Have No Doubts
15. Avoid Discomfort
16. Work Less
17. Eliminate Worry
18. Avoid Personal Embarrassment

"How To Generate Million Dollar Ideas!"



Apparently famous advertising expert James Webb Young developed this simple 5-step formula for creating million-dollar ideas that T. J is fond of using:

- 1) Other the raw material, get all the facts that relate to the product or service you're selling. Put them on small cards... one idea per card.
- 2) Think about it: Read these cards. As you think about it, partial ideas will come to you. Write them down, no matter how crazy you think they are.
- 3) Forget about it. Go on to something else for awhile...
- 4) Be ready for the answer. Suddenly the way to promote, advertise, and market your idea will come to you. While working... taking a shower... sleeping, etc. Suddenly, somewhere, somehow, it happens... It just appears!
- 5) Shape it up. Now you have the idea Shape it. Refine it. Hone it. Work the bugs out - until it works.

According to T.J, this is the same formula he used to create his most profitable promotions. You can use this simple 5-step formula to create your own million-dollar ideas.

How Simple Research Can Make You RICH!

Background information can make you extremely wealthy!

The following is a list of the background information that should be reviewed before writing an ad

1. Know everything about your product. Look for the uniqueness, special features, and benefits it has to offer. What are the most impressive features? The least?
2. Create an 'avatar' of your ideal prospect, so that you can target that precise type of person in your ads. That includes demographic, psycho-graphic, and geographic information.
3. Are there set prices, standard formats, restrictions, and limitations you must follow? Are there words, phrases, or approaches that will make your offer more effective?
4. Spy on the competition. How do their products compare in value and quality? What types of promotional techniques are they using? All of this information will be useful in developing your own ad strategy. You can CASH IN by becoming your own private money-making investigator! Private investigators are clued in to the things that most people don't even know about. They can spot things. Over time, people in this business "sniff out" the important things that will make their ads betted more profitable, and more successful.
5. Do you have social proof? Short statements can be used to give your offer credibility Testimonials can be used creatively as proof that you have delivered the benefits you are promising.
6. Analyze existing ads for similar products out there. This will give you a flood of creative ideas that will help you make even more money any time you want! It's how to strengthen your money-making muscles! Studying ads that are running continually will help you decide what can work for you. It will give you ideas you can use. As time goes by and you continue to study ads, you get stronger in your ability to recognize what's good and what's not. Your ad writing skills get stronger and stronger, just as a bodybuilder's weightlifting makes his muscles stronger over time. By studying successful ads, you can avoid duplicating unsuccessful efforts.

7. What is the ultimate goal of your ad? Do you want to generate inquiries, or direct orders? Will your ad be back end or front-end sales oriented? By asking the kinds of questions you can set your own kinds of money-making goals that will help keep you ON TARGET to making MORE MONEY! What is your ultimate goal? What are you striving for? Ask these questions, keep setting your goals higher, then strive to make these goals come true!

The Seven Questions You Must Answer In Every Ad You Create In Order To Make The Most Money Possible!

Your prospects will want to know seven things when they read your ad.

Your ability to answer these questions will determine how high your conversion rate is.

It's not just a question of whether you answer them, though. It's also important to ask yourself HOW you answer them.

You must answer the questions in the most natural and disarming way possible, showing prospects that they truly have an advantage if they take advantage of your offer.

Get creative. And remember, your prospects want to know only what's in it for them.

Here are the seven questions your ad must answer.

1. What is the product?
2. How much does it cost?
3. Is there a bonus if they buy?
4. Is there a refund guarantee?
5. Are there payment options?
6. Is there a special incentive?
7. Are there any restrictions, such as a limited-time offer?

And remember...

- 1) You must STOP your prospects with a self-interest headline.

- 2) You must HOLD a prospect's interest in the body copy.
- 3) You must CREATE DESIRE by offering them as many benefits as possible
- 4) You must PROVE that your offer is a bargain.
- 5) You must make it EASY for your prospect to act.
- 6) You must give your prospect a reason to ACT IMMEDIATELY!
- 7) You must ELIMINATE your buyer's FEAR of being cheated.

How To Make Your Prospects Believe What You Say... And Buy From You!

Fact: Truth and believability are not *necessarily* the same.

Here are 5 proven things that will always make people believe your ads. And people buy what they believe.

1. Belief is a matter of feeling and emotion rather than reason.
2. Belief is a personal matter a fabric of personal experiences.
3. Truth is not a primary factor in determining belief.
4. Belief is dependent on desire. People believe what they want to believe.
5. Belief also has a social component: the need for conformity with one's peers, and especially with those in authority.

If the ad's appeal offers self-interest benefits, a reader will want to believe your offer. The more emotional involvement, the more the reader will believe that the benefits represent advantages for him/her.

11 Rules Of Success With Direct Response Marketing!

Here are 11 proven ways to strike it rich with direct response marketing!

1. Qualify who you are targeting with your unique selling proposition. Use the highest-quality targeted names available. It is the quality of the list, not the quantity that is important.

2. Establish your message to market match. Make certain your service or product meets the interest and expectations of your target group. Do not try to sell lawn mowers to an apartment dweller in Manhattan, for example.

3. Speak directly to your target prospect. Make certain your offer is compatible with the list you are using. Mailings aimed at a targeted audience have the best chance for success.

4. Craft an irresistible offer. What you offer must fit the interests of the receiver. Fill your offer with self-interest benefits. Be dear and direct in your copy. Do not ramble on with trivial information. Let the receiver know what your unique selling proposition is, and how it will benefit him/her. Using the techniques will make your mailing package nearly impossible to refuse!

5. Make your offer sincere and believable. It may take hard-hitting

copy and a unique selling proposition to get a reader's attention. But your overall sales pitch must be sincere and believable. Many people are skeptical when they receive a direct mailing, especially if they have never done business with you before. Sincere and believable copy will eliminate doubts and mistrust. It will motivate a reader into placing an order.

6. Make sure your graphics have only ONE purpose - to support your copy. Too many graphics will simply cause a distraction. If you get too "graphic crazy," the graphics may be looked at with great interest, but your unique selling proposition may not be read. Composition, copy, and illustrations must be integrated and blend well together.

7. Practice good time management. Often, people work against the clock instead of with it. Allow enough time to do your job well. Plan ahead. if you want to start a mailing campaign on July 1, do not start stuffing envelopes the day after. Coordinate your time, and plan ahead.

8. Create a checklist for your campaigns. To get the most from your mailing program, you must check every detail for any flaws. Have you checked your printing to make certain the quality is sharp

throughout? Is the order form complicated, too small, to hard to read? Does your form have the right return address, zip code, telephone number price, etc.? Those small details are crucial.

9. Make sure your fulfillment process is smooth. Getting orders is exciting! But there is someone on the other end who is excited also - the person anxiously waiting for the order. Providing good service means being prepared and organized to get an order out now! If you cannot turnaround an order within 24 hours, you should ask yourself, why? If you do not, your customers will.

10. Capitalize on every available opportunity to include "back-end" offers. The most successful direct-response marketers know they must depend on back-end offers to make maximum profits. If the normal postage costs remain the same, whether you stuff in one page or five pages, it only makes sense to go the limit with additional offers. If the buyers are pleased with the original offer they purchased, you should assume that they will be willing to purchase something else that appeals to them. Get your money's worth in your mailings. With it will come extra profits.

- a. Establish a long-term relationship with your customers. Once you start accumulating your own customer list, do not allow any dust to settle"
- b. Customers represent your greatest potential source of repeat business. Your own list can outpull new, untried lists by a three-to-one margin and more.
- c. Continually develop new offers, even if you have to deal through other supply sources.
- d. Send new mailings to your customers at least every three to four months.
- e. Let them know that you value them as customers, and as a convenience to them, you will make them aware of new products and services continually.

11. Set up your marketing strategy for maximum results!

- a. Are you in close contact with your mailing broker?
- b. Do you work closely with your printer and suppliers?
- c. Are you selling, renting, or trading your name list to obtain full financial benefits?
- d. Is your fulfillment department operating smoothly?
- e. Are you looking for new ideas you can incorporate into your mailings?
- f. Is every aspect of your marketing strategy working smoothly? If not, fix it!
- g. Keep moving forward.

How To Start Your Own Million Dollar Business From Home.

Here are the steps T.J and his wife Eileen stumbled onto by accident back in 1988. These steps have resulted in millions of dollars from our home. And as simplistic as it sounds, this is THE framework for the creation of your million dollar home based business.

1. Everything begins with the market. Think about the people you want to sell to. Don't concern yourself with the product or service you're going to sell, that comes later.
2. Thoroughly research this market. Become familiar with it until you know as much as you can about it.
3. Find three other companies or individuals who are making money in this market. Use their successful methods as your own model.
4. Get started. Go slowly. Develop a plan. Stick with it.
5. Capitalize on the lifetime value of your customers. Then create and develop new products, services, and promotions around the things the people respond the best to.

The 4 Pillars Of Your Million Dollar Business

Models - Don't reinvent the wheel. Why bother to create when you can 'steal'? What has proven to work, will work with formulaic success. Steal the model, get the formula, and make it even better. Do it!

Marketing - Think of the prospects you attract into your business as a HUGE ton of dirt, mud and rocks - with a few golden nuggets amidst the filth. Your job is to sift through all the crap and get these gold nuggets.

Margins - Make sure your campaigns are fail-proof, even with the lousiest response rates. Make your margins obscenely high!

Management - Organize, systemize, control, automate and manage by absence

The Ultimate **Product** Creation Checklist

Your product will sell, IF you offer it to the right prospects. When you are searching for a product or service that will sell, use the check list below to evaluate whether your product is likely to succeed.

1. Does your product offer an advantage?
2. Does it fill a basic human need?
3. Will your product sell year round?
4. Is it readily available in retail stores? If so, find a different product.
5. Has the market been saturated with the same product you want to sell?
6. Will your suppliers be able to provide fast service?
7. Can your product be mailed easily and inexpensively?
8. Have you developed back-end offers?
9. Will the product you are selling be available to you exclusively?
10. Will the product be available from the manufacturer for the long term?
11. Will your profit margin be adequate?
12. Will your product stand up well in mail handling?
13. Can you reproduce or manufacture the product yourself?
14. Can your product be reproduced inexpensively?

To Get Rich, You Must Have A Proven, Automated Marketing System!

Marketing is all the things you do in your business to attract and sell to the right people who are perfectly suited for whatever you sell – and then all the things you do to re-sell as much as you can to these people (and perhaps their closest contacts!) for as many years as possible.

This clear definition tells you exactly what you must do:

A: Attract the right prospective buyers for your business.

B: Then re-sell to them (and perhaps their closest associates!) for as many months and years as you possibly can.

Forget the complicated theories. Good marketing is simply attracting and retaining the right kind of customers – who will do the largest amount of repeat business with you over the longest period of time. (Why more business schools don't teach this will always be a mystery to me.)

So that's our definition of marketing. Simple. Clear. Direct. As you can see, there's no confusion here.

Always remember that marketing is made up of two things:

1. All the things you do to get prospects to buy from you the first time,

And...

2. All the things you do to keep those customers coming back and buying more from you.

A lead generating program is the first thing. It is the finding customers part of marketing.

When you "boil it down, these two things make up all business."

It's that simple. Attracting initially (generating the leads), and then keeping them buying.

Now let's move on...

Our second definition is built on the foundation I have already given to you. Please read closely.

A marketing system is a set of special tools and processes that are designed to do your marketing for you – even while you are on holiday or other non-business activities.

You can be playing golf, spending time with your friends and family, or even vacationing and your marketing system is working for you!

But wait. There are two things you must know:

#1 – Just because setting up your own high-powered marketing system does take some real time and effort should not keep you from doing it. The reason is simple: All you have to do is spend a great deal of time and effort getting this system up in the beginning. After that, you only have to do simple maintenance work each day to keep it fine-tuned!

Yes, just use proven methods to set your marketing system up one time only. After that, the sales and profits can begin to flow to you automatically!

All it takes is a few minutes a day to keep the system going. That's the easy part. In fact, this brings us to the second major idea you must consider.

#2 – Building your own high-powered marketing system and then doing a few minutes a day of keeping it “fine-tuned” can be the most pleasurable and profitable work you ever do! In fact, it can be so fun and so enjoyable it won't even seem like work! This second point is one of the most important things I can teach you. Why? Because...

Building and maintaining your own high-powered marketing system is the greatest game on earth!

Yes, after some initial growing pains from a small learning curve (that we all must go through!) you will discover that there is no activity more pleasurable in your business than the small amount of time you put into the daily maintenance on your marketing system. This fun, creative, and highly rewarding work is much more like a “hobby” than most of the actual work you are doing right now.

Keep... reading and I will prove this to you...

Million Dollar Business Growth Secrets

There are only 3 ways to grow any business:

1. You can increase the number of new customers you bring into your business.
2. You can increase the number of transactions you do with this...group of new customers.
3. You can do things to increase the average value of each transaction you do with your customers.

That's it!

With that in mind, let's take a look at 3 powerful 'guaranteed' business growth mechanisms.

Business-Growth Mechanism #1

You need a powerful way to attract and do business with the largest number of new first-time customers.

You want to be in full control of the number of these new customers you want. Need more? Then turn up the volume on your marketing system. Once you know how to do this you will be totally empowered! This alone gives you the power that 99% of your competitors will never have!

But wait, this is only the "gateway" to the massive profits that can be yours! Read on...

Business-Growth Mechanism #2

You need a powerful set of tools and resources to automatically do more business with the new customers that are pouring in to your business!

Yes, you'll want to make this second system as automatic as the first! You will discover how simple and easy it is to do more profitable business with all the new customers who are coming to you...and you will be in full control of this entire process!

In other words...

You'll never have to wait for "word-of-mouth" to kick in.

You will never sit around waiting for any of your customers to call you. In fact, **when you use this second system the way we teach – you will never have to worry about having enough business to pay your bills.** You'll have the power to do as much profitable repeat business with all your new customers – without being forced to wait for them to come to you.

This alone can give you massive profits!

In fact, if these were the only two business-building systems you had, you'd enjoy a major unfair advantage over all of your competitors!

But wait, there's one more business growth mechanism that could easily let you deposit more money into your company bank account than your competitors can only dream about!

This final business-building mechanism is the one that can make you set for life...

Business-Growth Mechanism #3

You need to have powerful methods that let you get paid the largest profit possible for each transaction you do with your customers.

You want identify, develop, and build special "high-profit centers" within your business. These new profit centers are designed for only a small percentage of the new customers you are bringing into your business. However, because they are special high-ticket items – **each transaction will increase your overall profits** that you generate from all your new customers!

In other words...

This 3rd and final mechanism that needs to be built into your business is designed to dramatically increase your overall profitability. And because this final system is something that most of your competitors know nothing about – it gives you the ultimate edge to completely dominate your market!

7 Steps To **Unlimited** Riches And Power!

This seven step strategic approach to creating a million dollar Internet business is really the essence of simplicity, yet there are so many internet businesses that fail, simply because they don't follow these 7 steps.

1. Pick a product topic area that you like.

This should have a solid customer base. You should also be able to either create or license a product for your use. Is it deliverable over the Internet? Will you be selling it over the Internet? The answer there, of course, is yes!

2. Do a little bit of research.

Business research, that is. I am talking about shirt sleeve research! Use search engines. Browse 200 related web sites if you have a couple of free hours one day. Check news groups and e-zines. In three hours you can literally have an treasure trove of knowledge. Now you know exactly how to market it!

3. Focus on a main product.

This will be your flag ship product.

4. Locate additional related products.

Iron out arrangements and gain the rights so you can sell, create, and develop additional products for the customers that are interested in the product you sold them originally. You know they are interested, because they bought your flag ship product!

5. Market the hell out of your flag ship product.

6. Everything hinges on delivering great value.

If you haven't formed a relationship with your customer (which is what you are looking for), you're making a grave mistake. Therefore, you should deliver good value to build that good relationship. Then you can offer them something more in-depth, specific, focused, and expensive that is in their demonstrated area of interest - which, of course, is what you are marketing in.

7. Offer to serve your customers further.

You can do this through e-mail follow-ups. You can do it through ride-along materials in your physical packages. Just do it! Then you offer them products that you've already found. You can offer a catalog, you can offer them serially, but in the end you'll have hardly any additional marketing costs to get the massive amount of back-end sales.

21 Proven Ways To Make Up To Ten Times More Money With Your Marketing System!

These are the things that are the most crucial in your advertising. By learning, implementing, and always keeping the twenty-two things as good as possible, many companies have brought in ten times more profits than before. You have the potential to do the same!

1. Capture the attention of the reader.

If you cannot get the interest of the prospect, you will never sell them.

2. Appeal to a prospect's self-interest. Think WIIFM, What's in it for me? People only care about themselves, and the more bigger and better benefits your offer can give them that they really want, the better.

3. Sell!

Forget about the idea of "creating an awareness of your product," and focus on selling that product. A person can know your product exists, but that doesn't put money into your pocket until they buy it. Timid salesmen have skinny kids.

4. Appeal to the buyer's emotions. People buy with their emotions. The ad should cause them to feel an emotion towards your product, and the more the pleasant, happy, excited emotional factor they have towards your product - the more

they desire it - the higher the chance that they'll buy it.

5. Articulate all the benefits of your product.

Benefits are all that the prospects really care about. They only want to know what the product or service can do for them that can make their life easier more enjoyable, and more fulfilling.

6. Make sure you're believable.

If your ad cannot make the reader believe you, the reader is not going to buy from you Remember they are buying on the basis of sight unseen" - they send their money without ever seeing, touching, or trying out the product. Therefore, it's very crucial to make them believe that you're not going to rip them off

7. Talk to your prospect, not at your prospect. Use the language and terminology that the people in your market use. Know your market. Know what the market likes and doesn't like. Learn what the problems are that people in your market have. The more you're able to relate to them, the more you seem to honestly have some-thing for them!

8. Write with the hardened skeptic in mind.

Consider all prospects to be hardened skeptics. If you do so, you would be able to create much better

advertising. Write to that skepticism. Do everything you can to assure that prospect of the worth of your offer.

9. Make your offer so irresistible.

Make those prospects want what you have to offer. Get them excited! Show them dramatically what it can do for them!

10. Write copy that agrees with existing attitudes.

Your understanding of the market - not just as the source of your profits, but as a group of people with lives, problems, and ideals of their own - can be used to your advantage. Learn as much about them as you can, and show them that you know what they're going through. Let them know they can trust you!

11. Pre-amp and overcome buyer objections.

Write down a list of all the objections to purchasing your product you can come up with, and then tackle each one. By doing so, you can come up with ways to lessen or destroy those objections. If you can do that, you're able to develop powerful copy and advertising.

12. Use power words.

Writing has its tools, just like any other profession. In writing, the tools are words and phrases. So use the best tools possible! Use words and phrases that will gain the attention, the interest, and the desire of your prospects. Then, give them a very simple, highly motivational call to action!

13. Write like you talk.

Here is some advice that we go by that has been one factor in our success: If your copy is too complicated for a seventh grader to understand, you need to simplify it. Language can be a barrier as well as a tool. Don't make it difficult for those prospects to read your advertising. People read advertising in a very passive way, and if your ad requires work, it will most likely end up in the trash.

14. Appeal to what people want.

People only buy what they really want.

15. Do not test the obvious.

Anyone can come up with ideas to test, and testing really is one of the secrets to getting rich. However you must test things that are smart and are actually questionable. Common sense is just as important as scientific actuality. Get too heavy on testing common sense things, and you're wasting your money.

16. Make your prospect imagine...

People buy with their emotions, and you have to play up to their feelings. Put them in the picture, with themselves enjoying the benefits of your product.

17. Present facts and furnish proof

This is key to believability. Give your prospects facts and proof that what you say about your product can happen for them. Use everything at your disposal, from simple facts

and figures to testimonials from satisfied customers. The more you can give them, the more you can tear down the wall of skepticism.

18. Make the purchase seem like a bargain.

Make the prospect feel like they are getting a lot for their money.

19. Build rapport and display empathy. Find a common meeting ground with prospects from the start at those prospects know you can relate to them, and let them know why you can relate to them. This is the benefit of writing to a specific person and a specific market Let them know that you really know their problems and their wants, and that you have the solution for them.

20. Back up incredible product claims.

You have to provide evidence that your claims are true. If your claims

are too wild, you have to tone them down. Outrageous product claims can definitely be detrimental.

21. Have back-end offers.

All profits in this business are made through back-end sales, not front end sales. The related products and services you sell on the back-end to customers who have bought from you before will make you the most money. The front end should merely be used to gain initial sales and add more people to the back-end. Once they've bought from you, they have showed their trust, and you can go back to them with more offers.

M. Continually develop new offers and advertising ideas.

You will never maintain success and growth with only one product. You have to keep coming out with new products to maintain your profits and keep them growing.



WARNING!!!

What you have just read is only a *small sample* of the exciting hard-nosed information that has been hidden beneath the surface, far from the watchful eyes of your competitors called the **\$100 Million Dollar Secret System**.

“The \$100 Million Dollar Secret System!”



[Click Here For Your Copy Now!](#)

You see, unknown to most...

While T.J.'s business grew from a small operation started on \$200 to a \$113 million dollar company, he took in-depth notes on his marketing strategies and what worked, as well as what didn't. He listed every single thing he did to make tons of money!

I mean to tell you, he detailed every marketing secret and every technique that he uncovered that catapulted him into being a millionaire! Needless to say, those journals are priceless.

In fact, they became a powerful arsenal for T.J. and his company --and worth millions of dollars!

I'm telling you, these aren't beat-around-the-bush marketing techniques!

These are no holds barred secrets that will transform your business' cash flow into a money-spouting geyser and change your life forever!

What started as over **60 pounds of journals** that were filled with the best marketing ideas T.J had discovered -- **WAS BOILED DOWN** to the best-of-the-best only. **No filler - no fluff - just the very best ideas that produced millions in sales and profits.**

You'll get the best of 10 years worth of journal entries that T.J made every time he discovered a unique secret that produced **massive cash flow** and a **huge windfall of profits!**

These private journal entries were formulas T.J discovered to extract the largest amount of money from the market... There is no sugar coating - no fluff - and no cute or kind words...

This Program is loaded with "shoot-to-kill - and "take no prisoners" secrets that can help you quickly become a dominate player in whatever market you're in. You'll use this Program to attract a never-ending supply of eager new customers who seek you out and almost beg you to take their money!

Yes, it's that powerful.

[Click Here To Get Your \\$100 Million Dollar Secret System Before It Gets Banned Forever!](#)