

TOP SECRET

**THE
8 LOST
SECRETS
OF GROWING ANY
SMALL OR MEDIUM-SIZED
BUSINESS**

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THE 8 LOST SECRETS OF GROWING ANY SMALL OR MEDIUM-SIZED BUSINESS

Introduction

Much has been written and said about growing small and medium-sized businesses. Often by people who have never really done it themselves, let alone with dozens, hundreds, thousands of businesses. Anyone can do it once – but when you do it again and again over a sustained period with many different businesses in hundreds of different sectors all over the world like we have – that's when you really do know what works and what doesn't.

Interestingly, the core strategies, the ones that work EVERY time, no matter what business you're in, have until now, been largely forgotten to almost every small and medium-sized business. We un-earthed them over 15 years ago having researched old transcripts and books – some dating back to the late 1800's from the 'early 'masters' like Claude Hopkins, John E Kennedy, David Ogilvy, John Caples, Albert D Lasker and Maxwell Sackheim. Since then and after years of testing and refinement, they have become our 'staple diet' and a closely guarded secret.

But after several long discussions (with your accountant and a number of other accountants in the UK) we have been persuaded to write them down for the benefit of those who are genuinely interested in growing their businesses. If that's you, my friend, I have good news, really good news. Let me explain...

You see, these 8 Lost Secrets will help you grow your business – no matter what you sell. No matter what challenges you're currently facing. No matter what your success has been to date. And they'll help you to grow quickly – as long as you apply this new found knowledge. Believe me, you won't have seen anything like this anywhere else and you'll be astounded at the simplicity AND power of each Lost Secret.

Here's what a few people have already said about this book...

"Are You Giving Away The Crown Jewels?"

"I have a background in entrepreneurial marketing myself and make it my business to learn from the very best out there. That would include people with a global following like - Jay Abraham - Ted Nicholas - Mark Joyner and others. Having read your book from cover to cover I think that you have provided a no fluff guide with very practical help in all the key profit making areas.

"My only concern is that you have provided so much information isn't there a danger of giving away the crown jewels? Any business owner who isn't at least a bit curious about your book is either very rich already or has possibly lost their way. A great read and highly recommended."

Steve Prior - Joint Venture Cash Flow, UK

"Full Of Specific Advice"

"The book is an incredible one. Full of very specific and concise advice, which is very important nowadays, with so many information submerging us. Good job!"

Emmanuel Cuny
Life coach
Strasbourg, France

"Everything Is Easy To Follow"

"We work through the book with great enthusiasm and have already used some of the principles in our new marketing strategy. Everything is easy to follow and very practical. I will recommend the book to other companies."

Regards,
Jurie van der Watt, COO
CORPRO (PTY) LTD
Corporate Project Consultants
South Africa

"Informative And BS Free"

"I just wanted to say that I found your book very informative and BS Free. I've no doubt that using the strategies outlined along with the many example templates will really help my grow my leaflet distribution business. Thanks for an excellent read!"

Matt Dyer
Local Leaflets
UK

"Great Examples"

"I have never been a great fan of general advertising and mainly market existing clients and get referrals from them. Your book has prompted me to consider obtaining new leads from marketing to targets. In the past my advertising has had very poor returns. The book contains some really great examples and the important factors to improve and even start off on the right foot.

"I will certainly be putting some of the ideas into practice, starting with highlighting my target market(s) and the best types of media to use to get to them."

Clive Tolliday BSc (Hons) Cert PFS
St James's Place Wealth Management, UK

Once you've read the book you'll know the value of what you've got and you'll know it will be a huge help to you.

"The 8 Lost Secrets"

To make it as easy as possible for you to benefit from this book we've detailed each 'Lost Secret' complete with easy-to-understand **diagrams and real-life examples**.

We've demonstrated a good selection of examples across several different industries. However EVERY example is relevant to your business. Don't think – 'this will never work for my business'. These Lost Secrets have universal application. Instead you must think '**how can I apply this to my business?**' It's absolutely critical you have this mind-set. Don't be blinkered. You have to accept that what we're about to reveal works fantastically well – you just have to apply it to your own business.

Okay are you ready? Let's get started...

LOST SECRET #1

Lack Of Time & Expertise Causes Most Marketing Efforts To Fail, Bringing The Growth Of Most Small & Medium-Sized Businesses To A Grinding Halt

The reason why you're currently reading this document is because of one reason and one reason only – you lack the marketing expertise or the time to build your business at the pace you know is possible.

Let us ask you a question...

How many times have you been in this situation? You've set out at the start of the day to deal with some elements relating to building your business. Before you know it the day is already over and you haven't even done a fraction of the stuff you were meant to do – never mind the marketing issues you had to deal with!

The next day turns into the next month and the next month turns into the next quarter and so on. Before you know where you are another year has passed you by!

One thing is guaranteed – **every day that passes is another day you can't get back**. Your business isn't being given the fuel it needs to grow into the champion it could become. You know it, but in the end it becomes an accepted part of your business life. As soon as it gets to this, you're in trouble or at the very least your business isn't going to yield the results it should.

Now, if being too busy wasn't bad enough, lets just add a lack of business growth and marketing expertise to really slow down business growth and bring things to a standstill.

Just think about the times in your life that you've put things off because you weren't sure how to get the job done? Uncertainty is a real 'action killer'. And depending on your situation it's either frustrating, overwhelming or a combination of both.

You know some of the things you should be doing when it comes to your marketing but you don't know fundamental things such as **what to do first!** Or if it's not the order of things it's the priority of where you spend your money. Or if it's not that, it's how to write a great enquiry or sales generating ad or mail piece. And if it's not that it's that you want your website to generate enquiries, but you don't know how to get your visitors to bite.

Whatever it is, you feel like the world's spinning and you want to get off.

So what's the answer?

First read this book. It will provide you with the knowledge you've been missing in order to speed up the growth of your business. Second, by the end of this book you need to think seriously if you've got the time to create and implement all of the strategies you're about to discover.

If you're not sure about the answer to the second element then at the end of this book we'll give you some pointers on what you can do to solve this problem.

LOST SECRET #2

Sharing Your Marketing Message With The Wrong People Kills Response

This Lost Secret is probably the most important of all – no matter how amazing, appealing or unique your product or service is – if it is marketed to the wrong people it will never reach its full potential.

Nothing is more certain than this!

World-class marketing and business growth is built on one main principle – clearly identifying the people / organisations that you are trying to reach.

This sounds like a very obvious statement to make and yet 99% of all businesses fail to do this – or fail to do this effectively.

Before you write a single word, you must define your ‘target market(s)’ or ‘niche(s)’.

The ideal Target Market is a clearly identified group(s) of people/organisations who/which...

1. Need – and more accurately ‘want’ – your products or services
2. Can afford to pay for your products or services
3. Can be easily reached by your marketing efforts
4. Have similarities (demographic/psychographic) that enable you to easily identify them and ‘group’ them together

One of the biggest mistakes you can make is to try and be ‘all things to all men’. Yes, you will get some results but focusing on one or more niches or target markets will be far more successful and success will be achieved far quicker than any other approach.

So why do so many people try to be all things to all men? In most cases it’s because they’re frightened to limit the number of people or businesses they specifically target. They think if they reduce the number of prospects, they’ll risk their whole livelihood!

Nothing could be further from the truth...

We are often asked – “If I limit my market, won’t I be reducing the chances of doing business with more people?”

Of course you will, but to succeed in today’s competitive marketplace you need to concentrate your marketing on a small number of well-chosen segments or niches, into which you pour all your resources.

Because you are targeting fewer companies or people, the same amount of money you could have spent marketing to everyone is spread across a smaller number. Therefore you have more to spend on each prospect than you would if your market was bigger, or you can spend less because your market is smaller. Either way, your chances of improving your success is enhanced considerably.

In a nutshell, your niche market(s) *is the segment(s) which represents your best chance of getting a good return for your marketing efforts*. Plus you don't have to limit yourself to just one target market or niche. You can have several.

Of course, if you focus on a smaller group(s) you may miss the business from outside the target group(s). But what actually happens is you increase the amount of business you receive from each target group.

This is because you are specifically meeting the niche market's needs and requirements. You are saying to them that you are THE company that knows about their situation – their problems – and their concerns. No other company specifically meets their needs in this way and therefore you are seen as the logical company to turn to.

What we're saying here is that you must define who your target market is BEFORE you do anything else.

Traditional Mass Marketing Versus Niche Marketing...

The diagrams on the next pages clearly show the differences between conventional marketing (mass marketing) and world-class marketing (target or niche marketing)...

The Mass Marketing Approach...

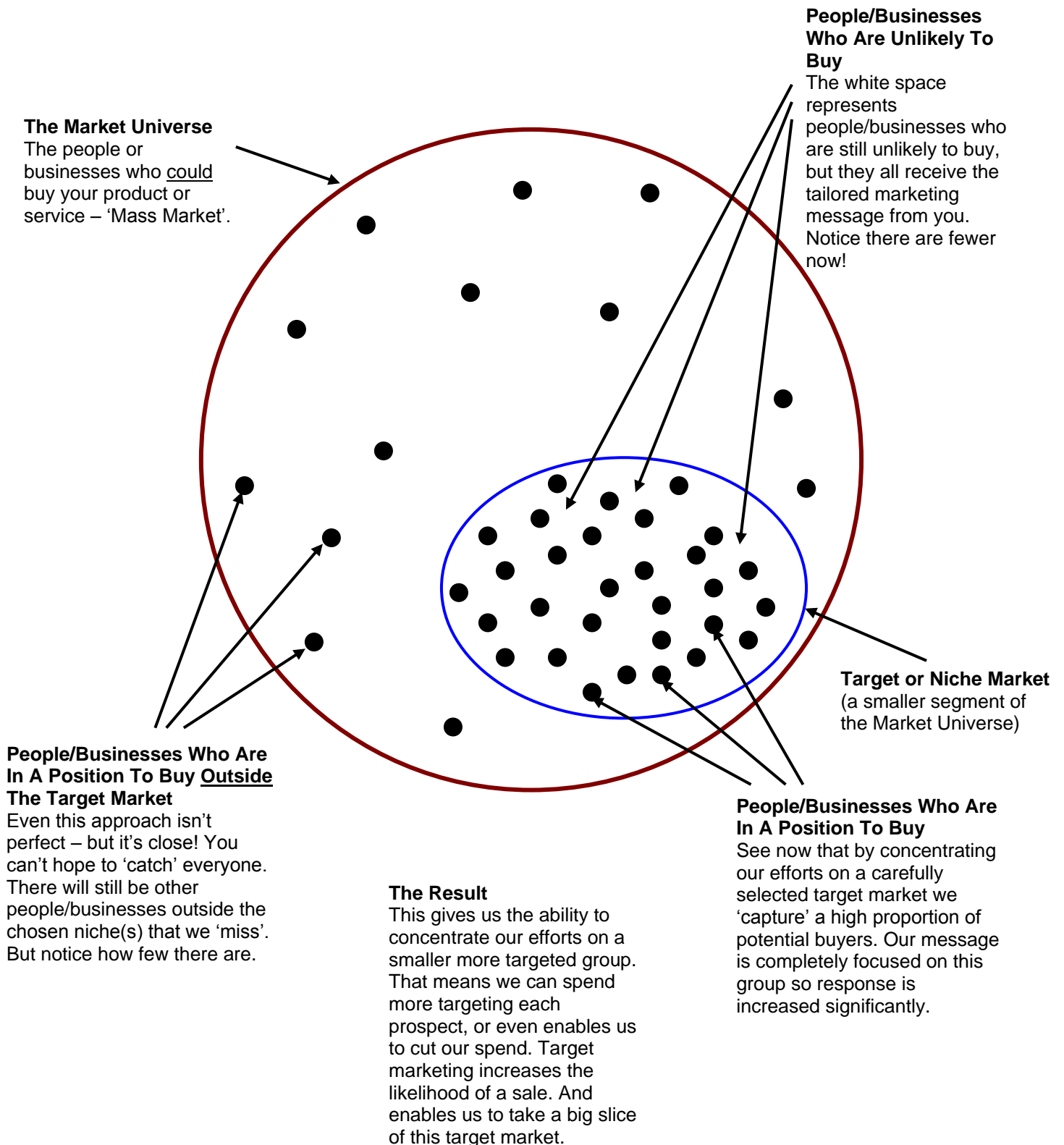
The Market Universe
The prospects who could buy your product or service – 'Mass Market'.

People/Businesses Who Are Unlikely To Buy
The white space represents people/businesses that are unlikely to buy, but they all receive the same marketing message from you.

People/Businesses Who Are In A Position To Buy
Note how disparate these are. The white space in between represents everyone else in the mass market. You have to spend much more money to get 'lucky' and hit the right people/businesses.

The Result
High cost to reach buyers. Response is low because you're targeting everyone with a 'mass market' message – i.e. it doesn't directly appeal to the buyers. Greater effort is required to qualify out bad prospects – if you're targeting everyone, we will also get a large number of poor prospects.

The Target or Niche Market Approach...



Multiple Target Or Niche Markets...

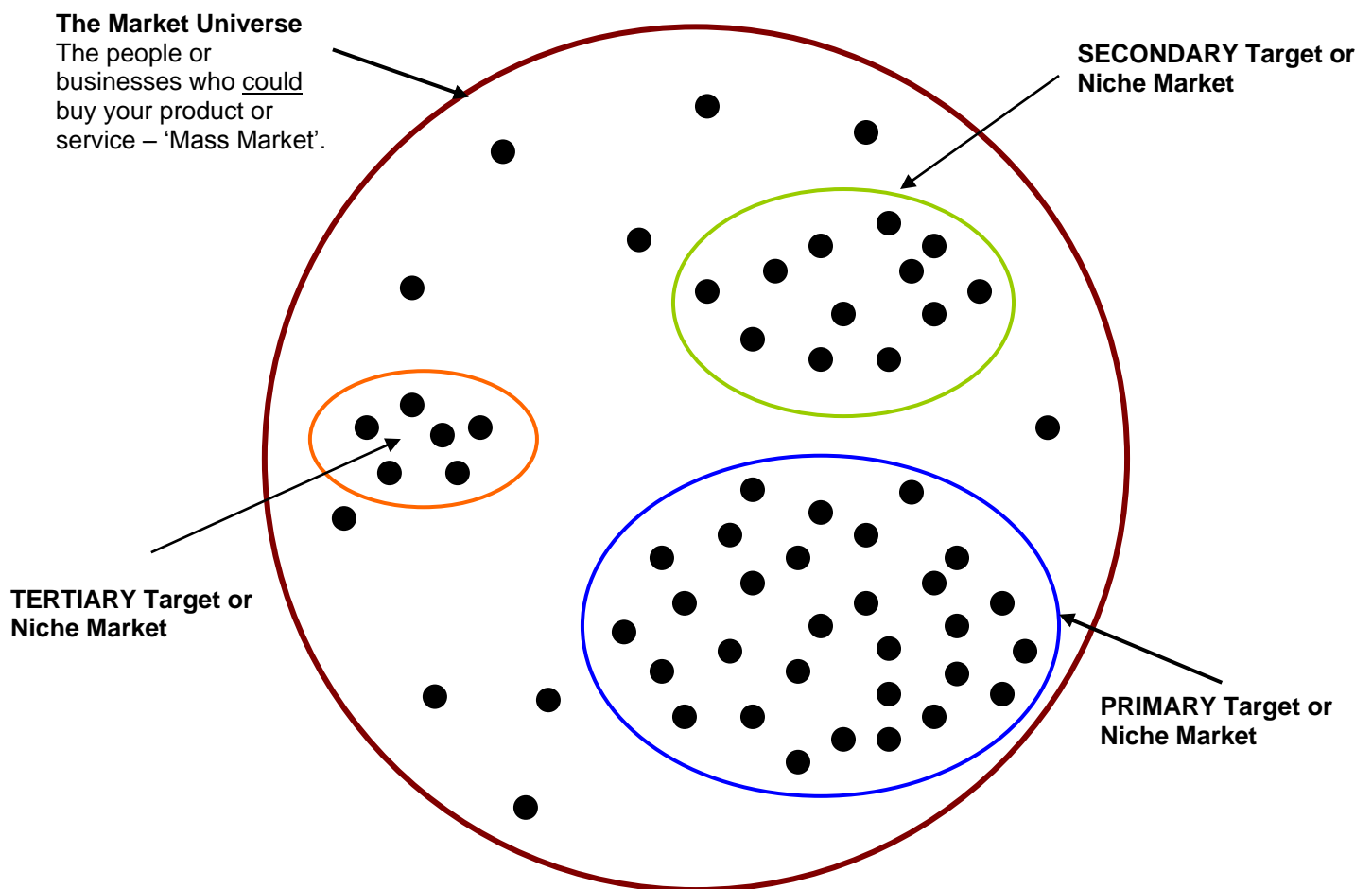
As we said earlier, you don't have to restrict yourself to just one target market. You may find it necessary to focus on two or more target markets depending on the product or service sold. For example, an accountancy firm may have three target markets...

Primary – Start-up businesses

Secondary - £1 to £2m businesses

Tertiary - £2m - £5m businesses

You would need to 'speak' and 'communicate' very differently to each target market because they are so different. You cannot speak the same way to a start-up business as you would a £5m business – so why do people do it?



The Result

This gives us the ability to concentrate our efforts on smaller, more targeted groups. That means we can spend more targeting each prospect, or even enables us to cut our spend. Target marketing increases the likelihood of a sale. And enables us to take a big slice of each target market.

The Power Of Target Marketing

Here's a simple but very powerful example of why defining your target market or niche is so powerful...

Let's say you've set up a new business and you need an accountant. Your first choice is to look in the Yellow Pages® under the 'Accountancy' category. Although there are a number of ads, the first one reads...

'ABC Chartered Accountants. Tax preparation, auditing, bookkeeping, payroll services, help for start-ups, management accounts, and so on.'

The second ad reads...

'XYZ Chartered Accountants. Specialising in helping start-ups get their businesses running quickly, profitably and effectively.'

Which firm of accountants are you likely to choose? The answer is obvious, but it serves as a reminder of how effective this strategy is – but amazing how rarely we see it.

If you can create this bond between you and your niche market(s) we guarantee you'll grow your business quicker than you could ever imagine.

Real Life Examples...

EXAMPLE #1:

Here are two very similar ads selling the SAME product. In this example the product is a marketing system for service businesses. Remember the product is exactly the same but the ads focus specifically on two separate target or niche markets. Ad 1 focuses on ‘accountants’ and ad 2 focuses on Estate Agents. The ads were therefore placed in accountancy and estate agency trade magazines.

So what we’ve done is modify the ad to suit each target market, yet we haven’t changed any of the product. If we’d used just one ad to try and be ‘all things to all men’ it just wouldn’t have been anywhere near as successful.

For example, the sub-headline on the first ad reads...

FREE Report For Accountants Reveals The Secret’s Of...

If we’d created an ad to fit all, this sub-headline could only have been...

FREE Report For Business Owners Reveals The Secret’s Of...

You can see vividly why the second sub-headline above just wouldn’t be as successful. It can’t be – It’s not focused on a specific target market.

THE RESULTS:

These ads helped to sell hundreds of thousands of pounds worth of product over a 7 year period.

SUCCESSFUL APPLICATION OF THE LOST SECRET:

1. Notice the sub-headline on the ad relates to the target market – ‘accountants’. Even though these ads appeared in publications such as ‘Accountancy Age’, ‘Accountancy’ and ‘Accounting & Business’ where we knew only accountants would be reading them – you still must let the reader know this is for them. It connects at a much higher level and forces them to read on.
2. The focus of the ad is clearly on how the free report will help an accountant grow their practice. Notice the words used are words an accountant would use – ‘practice’ ‘fee income’ ‘client’ etc. that shows you know what you’re talking about. This in essence is what target marketing is all about.
3. The estate agency ad is of course very similar to the accountancy ad – with one big difference – it’s completely focused on ‘estate agents’. Again the sub-headline immediately announces this is for ‘estate agents’.
4. The rest of the body copy reinforces the fact that the report is for estate agents looking to grow their business. Again look at the wording used – ‘listings’ ‘commissions’ ‘house sales’ ‘vendors’ etc. The reader connects with the ad because it’s talking about THEM.

Free Report For Accountants Reveals The Secrets Of...

"How To Quickly And Easily Get A Constant Stream Of New Clients And More Fee Income From Existing Clients - Guaranteed"

Let's face it, there are just two things which determine your success - getting profitable new clients and generating as much income as you can from your existing clients.

How good you are as an accountant is unfortunately not as important. Why would I say this?

Being A Brilliant Accountant Counts For Very Little

Here's the stark reality - even the best Accountant in the world will go broke without a constant stream of new clients and more fee income from existing clients. It's that simple.

The sad **truth** is most people rarely achieve just one of these things, never mind both of them.

The "Secret" Ingredient

It's a familiar story, yet the **key** to your success is **NOT** to improve your expertise or even the service levels of your staff. No. The key is for you to become a sales and marketing **whiz**. That's right you heard me right - And yes - you can do it! Here's the **proof**...

"Thanks to your 'secret' sales and marketing approach, we have acquired 76 new clients and are averaging 6 new clients per month. This will generate approx £418,000 fee income over the next 5 years. Our average fee income has jumped from £850 to over £1,100."

Rowena Barnwell, Partner
Barnwell Brewin, Ashby

Becoming a sales and marketing expert is a reality I'm sure you're very **uncomfortable** with. In fact I can already hear you saying things like, "I can't do that. I can't do all this stuff and learn about marketing. I just can't see myself ever becoming a marketing genius."

Unfortunately that's what most people say. And that's why most people **fail** or never reach their personal and business goals.

Heck most accountants don't even like sales and marketing. They think

"sell" is a four letter word they'd rather not deal with, and "marketing" is always someone else's job!

Even those that are good at selling don't ever reach their potential because they simply don't have enough prospects to visit. **Why?** Because their marketing isn't churning out a steady supply of prospects who are "desperate" to find the right accountant.

What's The Answer?

What if I said there was a sales and marketing system that once in place runs on **auto-pilot**, and automatically contains the essential and proven business building techniques needed to guarantee your success? Would you be interested?

What if I said this system contained **103** (yes - one - hundred - and - three) different strategies built into it? Every one a critical and important part of what I call the "**success jigsaw**."

Having Sales And Marketing Experience Is Irrelevant

What if I said you needed **no** sales and marketing expertise to create this unbeatable sales and marketing system? You'd be sceptical no doubt, but I'm sure you'd be intrigued.

What if I said this approach has been **100%** successful for every accountant and every other service business provider who has used the system? And the results could be backed up and fully verified. Would you be interested?

How To Guarantee Your Success

I bet you would - even though you may have your reservations. But surely this system doesn't exist does it? **Yes it does!** However, you're probably already doubting much of what I've said. And why wouldn't you?

From time to time we all hear of some hyped up business growth strategy, that turns out to be no better than our worst fears. But I'm not asking you to believe how successful this system is now. All the

details are inside my **FREE Report**. **FREE Report Shows You How...**

My **FREE report** titled, "*High Profit Secrets: How To Get A Constant Stream Of New Clients And More Fee Income From Existing Clients*" will help. Inside this exciting report you'll **discover**...

1. The **vital ingredients** that guarantee your success, and how to use each one in a simple and powerful growth system
2. How to use the three "**Success Keys**" to **skyrocket** your sales and profits
3. The four "**Income Stream Generators**," and using them to catapult your practice forward
4. How many of the best and mostly secret practice growth strategies are actually **FREE** to use. I've identified 67 of them for you!
5. How a simple 6 stage "**Selling Without Fear Sales Appointment**" can transform your client acquisitions
6. And **dozens** more secrets revealed

Get Your FREE Copy Right Now

TO GET YOUR FREE COPY of this exciting report, call my **free recorded message** (24 hours) on [REDACTED]. Alternatively complete the coupon and post it back to me at the address below.

<input type="checkbox"/>	Yes! Please send me your FREE Special Report. I want to discover the proven practice growth secrets I can use
First Name: (Mr/Ms/Ms)	
Surname:	
Company:	
Address:	
Tel:	
Send To: [REDACTED]	
[REDACTED] GP 1	

Free Report For Estate Agents Reveals The Secrets Of...

“How To Get A Constant Stream Of New Listings And Increase Your Commissions At The Same Time”

Let's face it, there are just two things which determine your success - getting good quality listings, and generating profitable fees or commissions on your clients' house sales.

How good you are as an Estate Agent is unfortunately not as important. Why would I say this?

How To Grow With Increased Profits

Here's the stark reality - even the best Estate Agent in the world will go broke without a constant stream of new listings and good income from house sales. It's that simple.

The sad truth is most people rarely achieve just one of these things, never mind both of them.

The “Secret” Ingredient

It's a familiar story, yet the key to your success is NOT to improve your expertise or even the service levels of your staff. No. The key is for you to become a sales and marketing whiz. That's right you heard me right - And yes - you can do it!

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Heck most Estate Agents don't even like sales and marketing. They think “sell” is a four letter word they'd rather not deal with, and “marketing” is always someone else's job!

Even those that are good at selling don't ever reach their potential because they simply don't have enough prospects to visit. Why? Because their marketing isn't churning out a

steady supply of prospects who are “desperate” to find the right Estate Agent to sell their house.

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3. The four “**Income Stream Generators**,” and using them to catapult your agency forward
4. How many of the best and mostly secret agency growth strategies are actually **FREE** to use. I've identified 67 of them!
5. And **dozens** more secrets revealed!

Get Your FREE Copy Right Now

TO GET YOUR FREE COPY of this exciting report, call my **free recorded message** (24 hours) on [REDACTED]. Alternatively please complete the coupon and post it back to me at the address below. Thank you.

☐

Yes! Please send me your **FREE Report**. I want to discover the proven secrets I can use to grow my Estate Agency business

First Name: (Mr/Ms/Ms)

Surname:

Company:

Address:

Tel:

Send To:

EA 2

EXAMPLE #2:

Here is an ad for a wedding photographer. His average fees for one single wedding are over £10,000. Therefore only a small segment of the market can afford his fees. There's no point therefore in advertising in magazines where the readership is generally of a low or middle class income. Again this is target marketing at its best.

THE RESULTS:

This ad has been placed in various forms in many of the high-end wedding magazines and beauty magazines over a six year period. It has generated a high volume of very targeted enquiries resulting in average sales values of £9,900 and generating well over £500,000.

SUCCESSFUL APPLICATION OF THE LOST SECRET:

1. The headline communicates a key attraction (Master Photographer Of The Year) to the type of market the photographer is after (affluent people looking to get married).
2. It's important the first paragraph again relates to the expensive nature of the service provided by the photographer. By saying 'If you're a person who understands that getting the best is actually worth paying that little bit extra for...' it immediately connects with the target market and positions the photographer perfectly in the minds of his ideal customers.

**Have your Wedding taken by the
1998 "Master Photographer of the Year" ...
it's an experience you'll never forget**

If you're a person who understands that getting the best is actually worth paying that little bit extra for, then you've come to the right place ...

- Master Photographer of the Year 1998
- Winner of 23 Kodak Gold Awards – more than any other photographer in the UK
- Will travel anywhere
- Candid, traditional and fashionable styles all catered for.

We firmly believe before you make any commitment you should look at the work we do – and we've made it easy for you. Call us now on [REDACTED] for a **FREE** Brochure and price list.

Steve Williamson Photography
FBIPP, FMFA

[REDACTED]

[REDACTED]

LOST SECRET #3

Most Marketing Material Lacks The 'POWER TO INFLUENCE' Because It Doesn't Reflect What The Prospect Is Thinking

Unfortunately having the best product or service in the world isn't good enough to make millions. Fact is there are probably thousands of brilliant inventions created every year which simply never sell. How could that be? Easy – even the best products in the world will fail if they aren't marketed correctly.

First and foremost (as you've just discovered) the key is selecting the right target markets or niches. Once that's done – you're half way there. But the next most important element is matching the '**RIGHT MESSAGE TO THE MARKET**'.

Ask yourself, "what does your target market want most and what's the best way of communicating that to them?" For example, what is your compelling offer? Why should they do business with you rather than with anyone else?

We often talk about the importance of the 'message to market match' - and this is exactly what helps to speed the growth of a business.

This unfortunately isn't as simple as it may seem though and is the area where the biggest mistakes are made. And hence why most marketing doesn't work!

Our experience and testing has proven that there are 9 key elements or **MARKETING ASSETS** that make up the message (there are more but these are by far the most important). Let's explore each one...

Marketing Asset 1: Unique Perceived Benefit (UPB)

Unique Perceived Benefit (UPB) is a simple statement which differentiates your business from the competitors' in the minds of your customers and prospects. In some ways it's the short version of your message.

It's what really makes you 'stand out from the crowd'.

UPB is what makes the DIFFERENCE between a very successful business and one that never reaches its potential!

Your UPB can often be found in your business – you just need to identify it and articulate it in a way which makes you stand out. The key to great success is having a UPB that's highly desirable to your target market!

We can't stress enough how important this is to you.

How can you expect your prospects or customers to choose you, over and above any of your competitors, if they can't quickly see what it is you do which is so unique and so beneficial to them?

Outstanding businesses have been founded on a UPB alone. For example, here's a very well known UPB...

"Red hot pizza delivered to your door in 30 minutes or less - guaranteed."

Tom Monahan of Domino's Pizza created one of the most successful fast-food franchises in the world based on the strength of this UPB.

Just think for a moment about what Tom did...

Notice he doesn't say "the best-tasting pizza". Domino's pizzas are good, but not the best you can get – what he focuses on is what HIS customers (target/niche market) really want.

And his customers (primarily students living in a 20-minute radius of each Pizza outlet) often buy on impulse so they want food delivered quickly and food that is hot!

Sure, they want the pizza to taste good, but they are prepared to 'suffer' a little on quality for hot pizza delivered quickly!

IMPORTANT

Notice Tom Monahan couldn't have crafted this powerful UPB if he didn't know who his target market was. That's why target market has to be the first 'Lost Secret' you apply to your marketing!

Also notice that UPB is NOT about what you do. It's about what you can do for your customers. Find out what your customers want and then give it to them in a simple and easy-to-understand statement.

Please Note:

You may have heard of USP (Unique Selling Proposition). UPB is similar to this except USP assumes that your competitors are communicating their 'uniqueness' to the market.

As you know, this just doesn't happen. Therefore you may have something that's really powerful but not unique – however, if your competitors don't communicate this uniqueness, then to your prospects or customers it is *perceived* as unique. Hence 'Unique Perceived Benefit'!

To help you understand this further, we'll tell you a classic story that dates back to 1920s America...

At that time there was an unsuccessful beer company called Schlitz Beer positioned a lowly eighth in their market. They went to number 1 in six short months by using UPB...

Here's what happened...

At this time there were eight or nine different brewing companies aggressively competing for the same market. Everyone was communicating the same message that their beer was the purest. They didn't explain what pure meant to the beer drinker, they just kept saying that it was pure, pure, pure. Unfortunately for Schlitz, they were losing ground.

Luckily for them they were introduced to Claude Hopkins – one of the true legends of marketing. Many of his strategies are still being used today by people like us. Claude asked to be taken around their manufacturing plant.

Like all good marketing people, he wanted as much background information as possible.

As he was being shown around the Schlitz plant, he was amazed at how they made their beer.

First and foremost, their facilities were right at the base of Lake Michigan. Back in the early twenties this water was very pure. Despite this, Schlitz sunk two 5,000-foot deep artesian wells on the shores because they had to go deep enough to find the right combination of water with the mineral content to make the best possible beer.

They explained how they went through 1623 different tests and experiments over five years to identify the finest mother yeast cell that could produce the richest taste and flavour. They showed him the intricate process of distillation of the water where it was heated to 5,000 degrees F, and then cooled down and condensed. They carried out this process three times to ensure the water was absolutely purified.

They talked about the bottling process where they steamed each bottle at temperatures of 1600 degrees F to kill all bacteria. They finished by telling Claude they had every batch tasted to make sure it was indeed pure and rich before they would even bottle it and send it out the door.

Claude was staggered. The lengths Schlitz went to to purify their beer was amazing. He said to them, "Why don't you tell people this story?" They replied by saying, "Everybody goes through this process, it's not unique – it's what must be done to ensure the beer is so pure."

Claude replied by saying, "No one knows about this. The first person who tells this story will gain distinction and pre-eminence in their market-place from then on."

Schlitz was the first and only beer company that ever told the story of how their beer was formed. It made the word "pure" take on a totally different meaning in the eyes of their prospects and customers.

The impact was instant and remarkable. A rise to number 1 from number 8 in just six short months. That's the power of UPB!

And there are other factors to consider...

If you are viewed by your customers and prospects as the same as your competitors, what do you think becomes the important criterion when customers want your product or service?

That's right – price.

There's no hiding the fact that as soon as you create the UPB for your business, you automatically take your business out of the 'price war' and into the nirvana of higher prices/fees – and less competition! Or worse case the same price but the ability to win more custom.

That's the power of UPB.

If we asked you the following question, what is your answer?

“What's the one unique thing you offer that makes your prospects think – ‘Wow, I must have this product or service’?”

If you're like most people we meet and work with, your answer right now will be, at best, very vague. Few people take the time to articulate what it is they do that is so unique and special for the client or customer.

If you can't accurately describe this uniqueness to your prospects, what chance have they got to find out what you offer – over and above your competitors?

If the prospect can immediately see what it is you do that is so unique and they find it irresistible – you've created the perfect UPB.

UPB really is one of the most powerful concepts you can apply to your business! And once you've created your own UPB you need to communicate it in every occasion as a BIG part of your overall MESSAGE.

Marketing Asset 2: The Headline

Virtually every marketing piece **MUST** have a compelling headline. This is the most common mistake made by business owners. A headline is NOT the name of your business!

The headline is the one thing that grabs the prospect's attention. If they dismiss your headline – that's it, you've lost them. They won't start reading your letter, ad, brochure, etc., or listening to your telephone script or radio ad – and you won't get a response (or as big a response as you should).

Put another way, your headline is the difference between success and mediocrity – it's that important.

To emphasise the importance of headlines, here are a couple of quotes from two of the most highly respected copywriters of all time...

“If you can come up with a good headline, you are almost sure to have a good ad. But even the greatest writer can't save an ad with a poor headline.”

John Caples - How To Make Your Advertising Make Money

“On average five times as many people read the headline as read the body copy.”

David Ogilvy - Confessions Of An Advertising Man

What does this mean? Basically, if you get your headline right you almost guarantee your success. Get your headline wrong – and your results will suffer!

In fact effective headlines fulfil these four key objectives...

- Get attention
- Select an audience (the target market)
- Deliver a complete message
- Draw the reader into the body copy

Therefore the first and most important part of your message is the headline.

Marketing Asset 3: Benefits (What You Get)

A ‘Benefit’ describes the result of a feature. Elmer Wheeler said it perfectly when he said “sell the sizzle – not the steak”! It communicates the end result that the buyer could expect to receive i.e. something they get rather than something you do.

A ‘Feature’ is a statement of what you do or what something does. It has limited value as it doesn’t communicate the ‘what’s in it for me’ factor that all buyers are looking for.

In reality, people don’t buy your product or service because of what it does (features) – they buy the results your product or service brings them (benefits).

This is a very simple approach. 95% of all businesses DON’T convert the features of their product or service into benefits. This results in fewer leads and less sales. That means the moment you start communicating your benefits – you’ll get more enquiries and more sales. Nothing is more certain.

Ideally you should communicate your benefits as a list of bullet points in your MESSAGE.

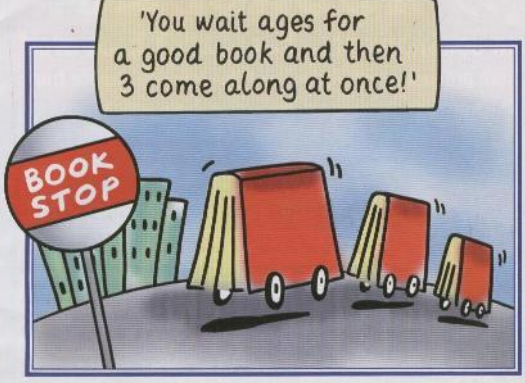
Marketing Asset 4: The Irresistible Offer

Using irresistible offers is an ethical way to ‘buy’ the customer’s business. Maxwell Sackheim (the American marketing genius) was the first to introduce this notion of ‘Irresistible Offers’ (or ‘loss leaders’) when he created the ‘Book Club’. Many book clubs have copied this approach since, but you can apply it to your business too.

You’ve probably seen the book club offer before (you may have even joined a club because of it)...

“5 books for £5”

Now, clearly the book club (or music club, etc.) is losing money on the first sale, but the offer is so compelling that it forces many people to join and then keep re-ordering. Here’s a similar offer which is equally impressive...



'You wait ages for a good book and then 3 come along at once!'

3 books. £3.

And absolutely, positively no commitment!

Plus FREE document case

Plus bonus books

– see inside

...and here's one from the 'Telegraph'...



You know when you've created the perfect irresistible offer when you get an avalanche of new customers.

Before we move on, let's first highlight one of the greatest mistakes businesses make...which is to base all your results on the first sale. Here's what we mean... Let's say on the first sale a new customer pays you £1,000. Your gross margin after delivering the product or service is 50%, which means you make £500 per new customer.

However, it costs you £600 to generate this one customer (the cost of advertising) so you actually made a loss of £100. Based on these assumptions, you'd conclude that this approach was not profitable and you'd no doubt cease using it.

That's how 99% of business people evaluate their success – based on the first transaction or sale. **Do you think the book clubs view their customers like this?**

Now, in most businesses, the customer keeps coming back for more. And even if you sell a 'one-off' product or service you can and should get referrals from your customers and start looking to 'partner' with other non-competing but aligned businesses so you can offer their products or services (for a commission, of course!).

That means the customer is actually worth much more to you than the amount generated on the first transaction.

This, in effect, is what's known as Lifetime Customer Value.

Quite simply, Lifetime Customer Value is the total profit an average customer generates during the lifetime of the relationship with your business.

3 Great Irresistible Offers Which Always Work For Any Business Are...

- FREE Trials Of Your Product Or Service (the best offer)
- FREE Special Reports (another favourite of ours – you're currently reading one!)
- FREE Additional Products/Services

Now, to you these offers may not seem 'irresistible'. That's because you're too attached to your business. However, your potential customers really do find these offers irresistible.

Using Lifetime Customer Value, you can now tailor the irresistible offer to the 'budget' you have allowed. It really is quite simple.

The key is to think...

"What can I offer prospects that they simply can't refuse?"

Or in the words of Al Pacino in the film 'The Godfather', "I'm going to make him an offer he can't refuse!"

Caution...

Don't get trapped into discounting your products or services. This is NOT what we're talking about. Discounts never have a lasting effect and only cheapen the products and services and worse still, result in big decreases in profits.

When you use the powerful strategies contained in this document, you should maintain (even increase) your prices/fees.

The key is to create an offer that allows your prospects to 'sample' your products or services and expertise so they are highly motivated to continue using YOU at the full price!

The Irresistible Offer is a method you use to acquire the customer – nothing more – nothing less!

Attracting Previously Loyal Customers Of The Competition To Your Business

When you get the irresistible offer right, you'll also attract customers from your competitors. Even the most loyal customers can be tempted with the right offer.

So remember, an irresistible offer can overcome even long-term relationships. Relationships you once thought were impregnable. Here's a very good example... This is a letter one of us received from a school our children attend...

Dear Parents,

Change of Book Club

Baker Books have offered us a special introductory offer of free books to the value of our summer order from their pupil book club catalogues.

In other words, if the value of the order is £600, we will receive £600 worth of free books for school. This is too good an offer to refuse and so we will be changing to the **BAKER BOOK CLUB**. I would be grateful for your support.

Yours sincerely,
Jenny Read

As you can see, the school is letting all the parents know they've decided to change book club companies. As far as we're aware, they've been with the existing book club for over 15 years!

Take a look at paragraph two. This is what your offer needs to achieve...

**“This is too good an offer to refuse
and so we will be changing to the BAKER BOOK CLUB”**

In this example, Baker Books have created such an irresistible offer that the school simply couldn't refuse – even though they had a long-standing relationship with the incumbent book club. Can you see just how powerful this marketing technique can be?

And I'd guess many other schools have acted in a similar way.

What Baker Books have done is, first, realise the lifetime customer value of their customers (the schools). Second, they've figured out what they can afford to spend to get a customer (i.e. match the first order with the same amount of free books for the school).

Very simple, but very effective.

But don't forget there's a double-edged sword to this...

If you can win new customers with irresistible offers, your own customers are open to offers from their competitors.

The key, once you've won the business, is to add so much value the customer never wants to leave, irrespective of the offers that come her way!

Marketing Asset 5: The Guarantee/Risk Reversal

As you know, the benefit of your product or service is gained only after the sale is made. Sometimes this can be days, weeks, months or even years after the sale was made. This in itself places an enormous risk on the shoulders of would-be customers. It's this risk that often prevents them from buying.

However, if you lower or eliminate the risk, then the natural consequence is people will be more inclined to buy from you. Agreed?

That's the secret of creating a powerful risk reversal or guarantee.

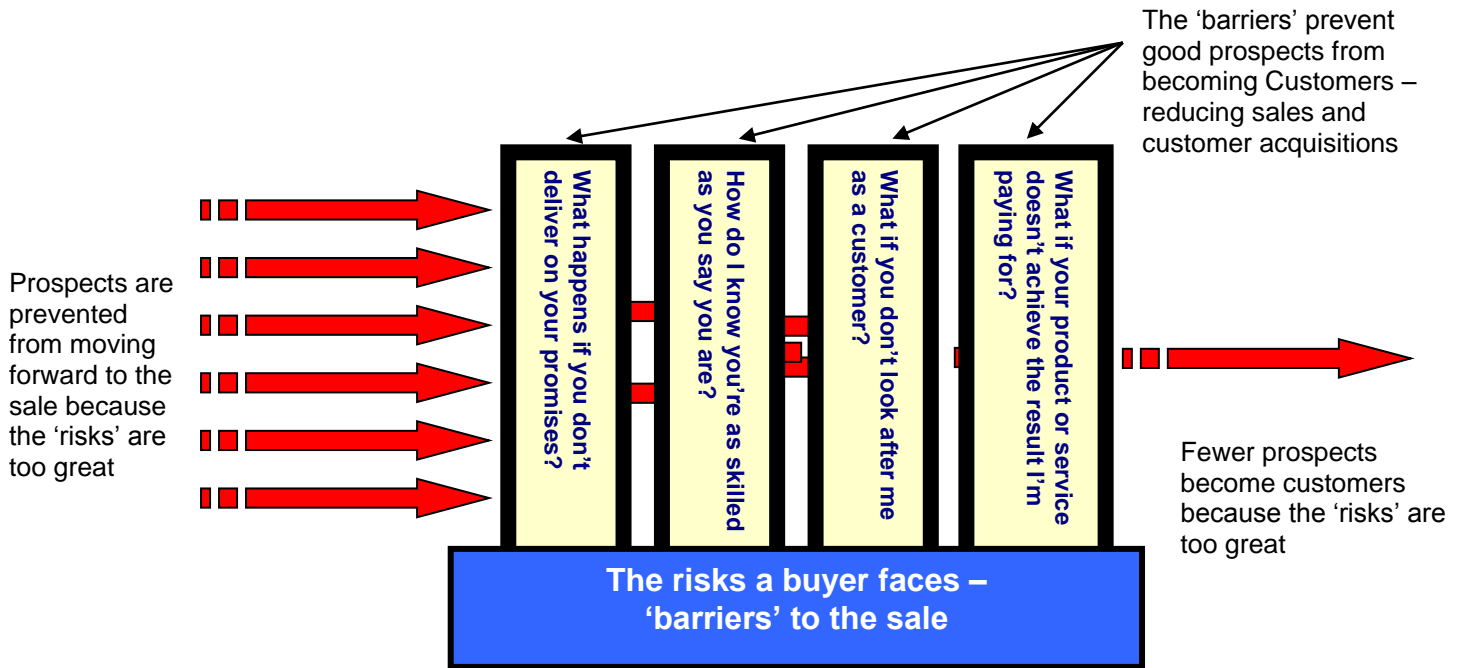
The risk reversal is nothing more than a simple method that takes the 'barriers' away from the purchase and ensures objections and worries are taken away, making it easy for customers to buy.

To show you how this strategy works, please see the diagrams on the next page...

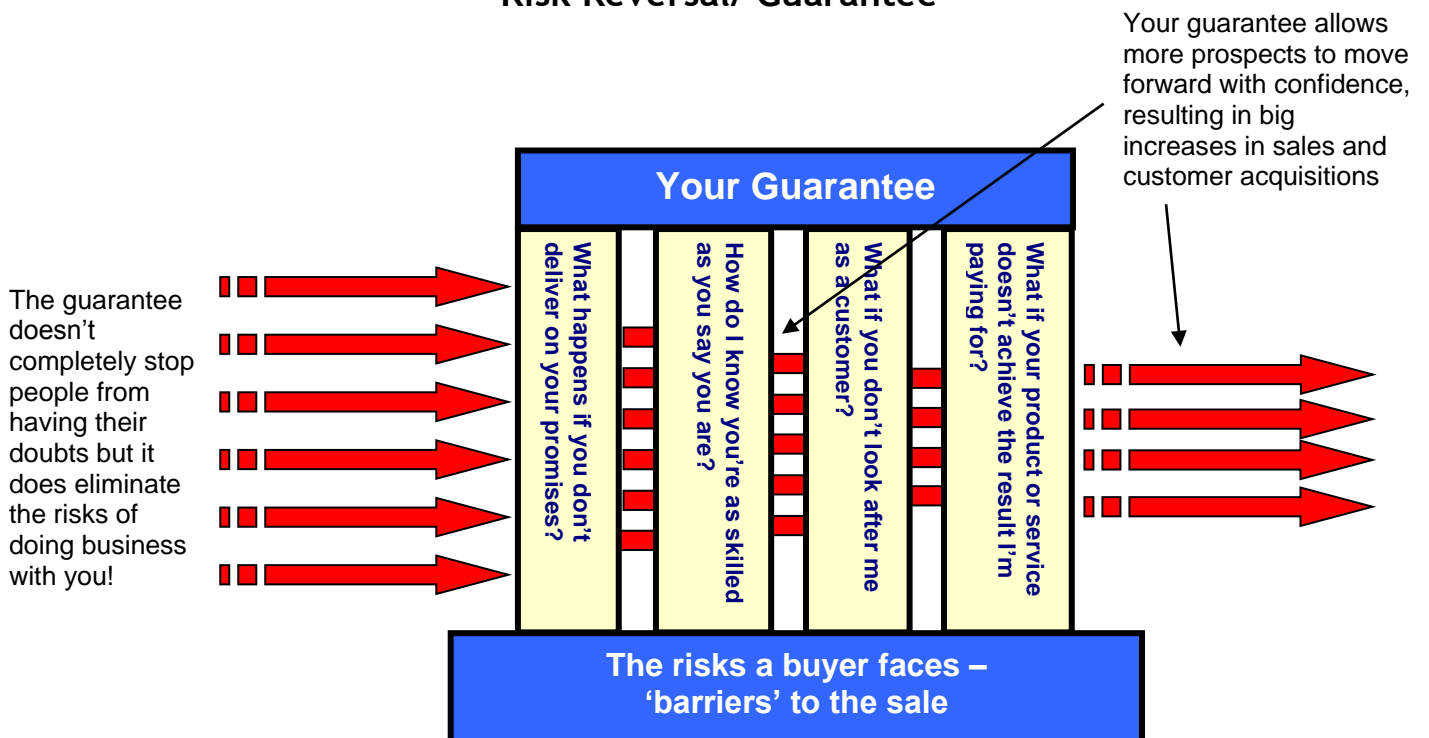
Please Note:

When creating your UPB you can use the guarantee or risk reversal as the 'Fall-Back Position' or as a way to make the UPB even stronger.

Traditional Approach WITHOUT Risk Reversal/Guarantee



Lost Secret Approach - Using A Risk Reversal/ Guarantee



As soon as you add a guarantee to your business you...

- Remove the risks so you automatically gain more sales and customers
- Automatically differentiate your business from the competition
- Your prospects will value your business much more, because they'll automatically assume you must be excellent at delivering your product or service ("why would they offer a guarantee if their product or service wasn't great?")

The ultimate is to guarantee the result of your product or service and add a 'penalty' should you fail. Here's how it looks...

Perfect Guarantee	=	Guarantee the result or benefit of product/service	+	Penalise the business if result not achieved
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Please bear this in mind. This one strategy can significantly grow your business and quickly!

Marketing Asset 6: Sales Barrier Demolition

This takes the concept of guarantees to another level. By focusing on the fears and frustrations your customers have with your industry (or your type of product or service) as a whole, you can create a multi-step guarantee (Sales Barrier Demolition) which completely obliterates any Buyer Hurdles, significantly increasing sales.

For example here's one we created for a kitchen replacement company (they don't fully strip out the whole kitchen – they simply replace doors, drawers and worktops)...

Our Unrivalled 7-Point MONEY-BACK Guarantee...

1. We guarantee we'll start when we say we will
2. We guarantee we'll start every morning when we say we will
3. We guarantee we'll leave your kitchen tidy and clean at the end of each day
4. We guarantee we'll never leave your kitchen until we've finished it
5. We guarantee we'll finish your kitchen when we say we will
6. We guarantee your bill will be as quoted – not a penny more
7. We guarantee our products and workmanship for five years

If we don't deliver on all seven guarantees 100% of the time – you don't pay us a single penny. In other words, your kitchen is FREE if we 'foul up'.

Marketing Asset 7: Reasons Why

Just saying your product or service is this or that much better than your competitors, isn't going to be enough to convince prospects to buy. In addition to things like UPB, benefits, testimonials, risk reversal, etc., you must always give what I call 'reasons why'.

For example, let's take a cliché that many people use – “our service is the best”. On its own, this phrase is meaningless. It's regarded as hype or puffery – and therefore instantly unbelievable. But if you give the reasons why it's the best, your claim suddenly becomes believable.

People incorrectly assume that their prospects will make choices based on minimal information. Sometimes it is true, but in the vast majority of cases your prospects need much more information to be able to act decisively and buy. They need reasons why. Here's why...

Before a prospect buys your product or service, they are asking themselves several important questions...

- Why should I pay this price for this product or service?
- If the price 'seems high' why should I pay more for it?
- If the price 'seems low' why is it low – is it inferior?
- Why should I choose you over other businesses providing the same product or service type?
- What makes your product or service better than others?
- How do I know you won't let me down?

We could go on and on, but you get the idea. Now, what do you think happens if you don't answer all these relevant concerns?

That's right, the prospect will turn to someone else. It goes without saying that in order for you to acquire BIG increases in sales, you have to give reasons why.

What does that mean?

It means, for example, you need to explain clearly why you charge higher than your competitors, you need to explain how and why your product or service is better than your competitors, and so on.

Tell them about your expertise. The rigorous lengths you go to, to recruit staff. How long you spend training your staff. What steps you take to ensure customer satisfaction, and so on.

This stuff is important – really important.

It provides the rationale behind your prospects' decisions and helps cement the sale.

We often think that if we say too much it will repel our prospects. Nothing could be further from the truth.

Tests have proven time after time that as long as a prospect is interested in the product or service they are willing to consume large amounts of information – as long as the information provided is interesting and informative.

The more relevant information you provide, the easier it becomes for your prospects to make an informed decision. Plus, as long as you give ‘reasons why’, you’ll generate many more sales than ever before.

Reasons why are even more important when you create a sensational offer or a powerful guarantee/risk reversal/Sales Barrier Demolition Strategy. Why? Because every time you state your offer, you must build credibility and conviction. If you don’t, people will not believe what you’re saying. It becomes too sensational and therefore unbelievable.

This is simple to achieve. All you do is give the reasons why you are offering whatever it is you’re offering. For example, here are the ‘Reasons Why’ for the Sales Barrier Demolition Strategy shown above...

So why would we do this? Simple. The guarantee states in the open our high level of service. Last year we refurbished 2,314 kitchens. Not one of our customers got their kitchen for free. That means one thing – we deliver on our promises, and I’m sure you’ll agree in our industry this is rare. So for us our guarantee isn’t a risk; but for you it delivers complete peace of mind. And that’s important – very important.

Do you see how the ‘Reasons Why’ validate the ‘sensational’ nature of the Sales Barrier Demolition Strategy?

Marketing Asset 8: Social Proof

What is ‘Social Proof’? Social Proof is basically a psychological trigger that’s inherent in all of us. It’s been present in the human race ever since we became humans!

It centres on the fact that we basically just follow what others are doing – we follow along. This is even more pertinent when we are in an uncertain situation. It makes our decisions easy – in fact, when Social Proof is in operation, our minds go on autopilot and we just, through human nature, ‘follow’.

For example, let’s say you’re a football fan and you’re going to a stadium you’ve never been to before. You see a crowd heading in one direction so you just follow, you don’t even analyse it.

Remember when you were a child and you had a friend or a group of friends and you basically did everything they did? Your mother or father would at some point say, “If Johnny told you to jump off a bridge, would you do it?” That’s Social Proof.

We are very much influenced by our peer groups, people who we have a connection with, people who we are similar to. In this respect, Social Proof is even stronger.

Every single person in the world is continually being exposed to Social Proof, so how can you use it in your MESSAGE? How can you use it ethically to influence your prospects and customers to buy from you and to keep buying from you?

Here are the elements of Social Proof you can use...

- Testimonials – The more relevant they are to the people you're targeting – the stronger the Social Proof
- Case Studies – Again, the more relevant the better
- Evidence – Mention in all your marketing how many people have already bought (be exact, don't use rounded figures because that sounds like you've made it up). Tell them they are 'just like you'
- Use Association – You don't even have to say, 'Look, these people have bought it – so should you.' Even saying things like 'Here are some of the people already on board' creates strong Social Proof
- Create 'Community' – Strive to create a 'group' or 'community' of people within your target or niche market(s). One of the reasons why Target Marketing works so well is, you are in effect targeting a set group or community of people. You can talk to them on the same level. You speak their language – you're in effect creating a community around your business and the services or products you provide
- Figures And Statistics – The more 'proof' you can use, the better. Strive hard to back all your claims up with hard evidence. Statistics and figures about the industry you're in help to add credibility to your Social Proof
- Endorsements – Using celebrity endorsements is taking advantage of Social Proof. It doesn't have to be a celebrity endorsement. It could be anyone that's well known to your target market. Endorsements work because people say, 'If it's good enough for them – I'll give it a try.'

All these things will help you take huge advantage of Social Proof and then just watch your profits soar.

Marketing Asset 9: Call To Action

Another essential part of the marketing MESSAGE. A call to action needs to give the reader a reason to ACT NOW.

You've taken the right steps, your message grabs attention with the headline. It keeps the prospect interested because of your offer, UPB and benefits. You've created desire. You've proved you can deliver on your promises by adding social proof and a guarantee. Only one thing remains – you must get the reader to act and you must get them to act now!

Remember, responding is usually inconvenient. More often than not the prospect is busy. Other things are more important.

It's very easy for your prospect to say to him/herself, "I'll reply tomorrow."
Unfortunately tomorrow never comes!

Your number one goal therefore is to get a response NOW. Your call to action is all-important in achieving this objective.

Real Life Examples...

EXAMPLE #1:

Grabbing valuable floor space in any retailer's store is a challenge even for well-known brands. So for a relatively unknown company to get results you need a powerful MESSAGE conveying as many Marketing Assets as possible.

THE RESULTS:

This one letter was responsible for millions of pounds in sales. It was sent to Courts (once the largest and most successful furniture retailer in the UK). It resulted in Courts stocking large volumes of the Kubek furniture ranges throughout the UK between 1999 and its eventual closure in 2007.

SUCCESSFUL APPLICATION OF THE LOST SECRET:

1. The letter was sent with a 'grabber'. A grabber is basically something that helps the letter get opened by rising above the clutter. In this case the guys hand-made a solid wood frame with 'COURTS' engraved in the top of it. It was heavy and very impressive and was courier delivered by hand.
2. A very powerful offer.
3. Reasons why the offer is being made. This adds credibility to any potentially unbelievable statement.
4. The guarantee.
5. Bulleted list of benefits.
6. Social proof in the form of the number of existing retailers and names of the better known ones.
7. Call to action.
8. Links the letter to the grabber.
9. Repeat of the offer.

1



Mr John Stockwell
Director
Courts
The Grange
1 Central Road
Morden
Surrey
SM4 5AL

KubeK Pine Ltd
Unit 32 Great Central Street
Leicester ENGLAND LE1 4JT
Tel/Fax: - [REDACTED]

28 June 1999

Dear Mr Stockwell

I have a business proposition for you:

2

We'll supply you **FREE of charge** any products,
in any of our ranges, for two of your stores.
There's no strings attached. If they don't sell,
you can return them to us without any obligation.

You're probably wondering why I'm prepared to do this. Quite simply Mr Stockwell I want to make it very easy for you to say "Yes."

3

I know as soon as your customers see our products they'll love them. I know they'll love them because **thousands** of people around the UK have already bought our products. Our suppliers keep re-ordering, and their customers keep buying. Because you're one of the leading retailers of quality furniture, I know as soon as you stock our products we'll both benefit from the sales your stores will generate.

There is one other significant reason why your customer's will be very attracted to our products. We offer an unrivalled risk free guarantee:

All our products have a ten-year guarantee. If during this period the customer has any problems with the furniture, other than normal wear and tear, we will replace it immediately - no questions asked.

4

I think you'll agree this extended guarantee is unusual in our industry. It's one of the reasons why I want you to take advantage of my offer to supply you with FREE product.

Over the last few months we've talked about doing some business together. I hope what I'm proposing is enough to convince you that

Please read on...

Registered in England/Wales
No. 312998
Registered Office at above

I'm prepared to give you a lot before expecting anything in return.

Here are some more benefits you'll receive:

- We design and manufacture all our furniture in our 12,000 square foot manufacturing plant. Some of our popular ranges include the "Ocbek Table and Chairs" (as shown in the leaflet), "The Kubek Range" (based on a Mexican theme), and "The Kubek Reclaim Range."
- Because we design and manufacture our own products we would be prepared to design and manufacture a range of furniture exclusive to "Courts."
- All our products are stained and hand waxed finished. We take great care to ensure you receive the furniture in prime condition.
- Every piece of furniture is made from solid timber.
- We're a young dynamic company full of innovative, creative ideas with an unrelenting desire to be the best.

We already supply to more than 70 retailers, all over the UK, such as The Pine Shop, The Gift Company, and Swallow Pine. If you would like to speak to any of our customers I'd be glad to give you their telephone numbers.

Once again we're exhibiting at the Manchester Furniture Show (25 - 28 July), and the NEC Birmingham Furniture Show (15 - 18 July). You'll be able to see a good selection of our furniture at each show. Alternatively, if you'd like to visit us here in Leicester, I'd be delighted to show you our manufacturing plant. You'll be impressed I'm sure.

Please call me on [REDACTED] to take advantage of our **FREE product offer**. If I haven't heard from you in the next couple of days I'll give you a call.

By the way, you can replace this letter with some of your favourite photographs - I'm sure they'd look better!

Thank you for your time.

Kind regards

Matthew Leech
Director

P.S. I'm giving you this **FREE product** because I don't want you to take any risk whatsoever. As soon as you see the reaction of your customers to our products, I'm convinced you'll be more than happy to start a long-term relationship. Please call me now on [REDACTED].

EXAMPLE #2:

The marketing assets in this ad combine perfectly to significantly elevate the success of the client's advertising. When you use the marketing assets – it literally transforms your original marketing strategies, bringing the business much needed increases in sales and profits.

THE RESULTS:

This ad replaced an existing one which had been performing so poorly that the owners considered pulling their advertising spend altogether. The new ad ran and immediately increased lead generation by over 100%. This in turn increased sales by over £30,000.

SUCCESSFUL APPLICATION OF THE LOST SECRET:

1. The headline is based on the headline format of one of the best selling ads of all time. It works perfectly in the context of this product.
2. The ad is written in a personal and conversational style making it fun and interesting to read.
3. The product is introduced in the ad in the context of a solution rather than just a product that has a list of functions.
4. The ad has a photo of the owner with his arm around the product as if it's a living, breathing thing. This creates a personal connection with the owner and the machine he is promoting.
5. Strong social proof in the form of testimonials is provided early on in the ad, adding believability to the ad's claims about the product.
6. The ad uses a number of key benefits to communicate in limited space what a user could expect if they purchased this product. This is in stark contrast to the standard feature list that many product ads use, which under inform and in turn under value the product in question.
7. The call to action uses a scarcity tactic which works well as long as it's believable. The results proved that in this case it worked well.
8. The ad thanks the people that the owner and his staff met at their exhibition stand at a local event, further adding the personal touch to the ad.

"They Laughed When I Said I Had A Machine That Ate Mosquitoes, But When They Looked Inside..."

"I can't believe that with all the money in the world no one has come up with a machine that eliminates mosquitoes from your home and garden. What's the point of living in a nice warm climate if you're a prisoner in your own home? There's no quality of life in that whatsoever."

The Solution: A Machine That Literally Eats Mosquitoes

I agree, it's unacceptable. So about two years ago I decided to look for a comprehensive cure for people being hounded by mosquitoes. And I found one! And it's called the **Mosquitoeater™**.

Already hundreds of people are benefiting from the Mosquitoeater™. Here's what some of them have had to say...

"When you think we were considering leaving Spain altogether, this machine has changed our life!"

David and Marion Nicks

"It makes us feel great knowing that it is protecting us 24 hours a day, 7 days a week without us having to do a thing."

Delia and George MacDonald-Hedger

"We sit out at night without a care in the world. We've not been bitten once and at times I have to pinch myself because the difference has been life changing."

Shirley and Paul Daniel

Here are just some of the benefits the **Mosquitoeater™** has to offer.

- Creates a **"MOSQUITO FREE ZONE"** around your property - GUARANTEED



Me and my **Mosquitoeater™**

- Stops millions of mosquitoes appearing every season
- Pays for itself time and time again with its life changing effects
- Saves you thousands in lotions, potions and protective netting

I have just had 10 more FREE DVD's pressed of the how it all works (last weeks stock went within a couple of days) plus info packs to give away (**first come first served - again!**) so call us now on [REDACTED] or email us at

vectormosquito@hotmail.com.

Lastly, thanks to all of you who turned out to see us at the "This Is Spain Exhibition" in Los Montesinos. It was a huge success!

LOST SECRET #4

Not Enough Routes To Market Massively Reduce The Effectiveness Of Any Marketing Campaign

Okay, we're making great progress. You've got your market right. You've got your message right. Now what you need to do is deliver the message to the market using the most appropriate media channels. And this is something else most businesses get wrong.

A media channel is the delivery mechanism used to communicate the MESSAGE to the target market. Here is an example list of media channels...

- Newspaper advertising
- Sales letters
- Radio
- TV
- Web site
- Fax advertising
- Yellow Pages Advertising
- Google
- Door to door leaflets

The key to your success however is to select as many media channels as possible. This is what we call using a 'multi-media' marketing approach. Most businesses only use one or two media and therefore are missing out on massive potential returns. All you have to ask yourself is this simple question...

“Where do my target market look when they need my service/product and where can my target market be found?”

Once you have this answer, you can build your media list in preparation for delivering your message to the target market(s).

Real Life Examples...

EXAMPLE #1:

What we've done here is show you the same message being delivered across two different media – magazine advertising and door-to-door postcard delivery (there is also a third example above with the personal injury Yellow Pages ad). Notice the MESSAGE doesn't change – just the media used to convey and deliver the message. This is key to your success. When you have a proven winning message all you need to do is use that same message across multiple media channels and you'll create an avalanche of sales and profits.

This first example shows the postcard.

THE RESULTS:

The postcard was sent as part of a series to targeted households. It generated dozens of enquiries resulting in tens of thousands of pounds of fee income.

SUCCESSFUL APPLICATION OF THE LOST SECRET:

1. The headline selects the target market (have you had a serious injury?).
2. With postcards it's important to have a visual element on the front so it stands out. The key then is to link the image to the headline (image of dice and message of 'don't take any chances').
3. The reverse of the postcard is written as a direct response ad. The headline offers the unique benefit (Unique Perceived Benefit) of the service.
4. Powerful sub-headline. Note: Speed is a key motivator in most situations.
5. Expansion of uniqueness.
6. Bulleted list of benefits.
7. Clear call to action.



3

Taking All The Risk And Your Worries Away...
FREE ‘WALK-IN Personal InjuryAdvice Service’
No Appointment Needed

4

“We Guarantee You'll Speak To One Of Our Specialist And Local Lawyers Within 10 Minutes”

5

If you've sustained a serious injury, and someone else might be to blame, I have good news...

Our **FREE ‘Walk-In Advice Service’** gives you the opportunity to quickly find out if you have a good chance of winning your case (or not).

Speak To A Specialist Lawyer Within 10 Minutes

Phone us **FREE** on [redacted] or simply walk-in to our Leicester office (King Street - between 9am and 6pm). No appointment is necessary!

We guarantee you'll speak to one of our specialist lawyers within 10 minutes. That's how much we value your time. **Just bring this card with you!**

And if you decide to use our services here's what you get...

- 1). A completely local service.
- 2). Free initial meeting - no matter how long it lasts
- 3). No win, no fee - guaranteed
- 4). You get 100% of the damages (subject to funding)
- 5). Free home / work / hospital visits
- 6). In the last year alone we've won over **£4.5 million in damages** for our clients
- 7). Interim compensation may be available to you

Get Your Case Moving Right Now...

Phone us at... [redacted]

...or visit us right now and let us help you **win your case - without the risk, or the worry!**

Bray & Bray

Hinckley: [redacted] Market Harborough: [redacted]

01

6

7

EXAMPLE #2:

The magazine ad.

THE RESULTS:

This double page ad has been running in 'The Road Safety Guide' since 2004. It has so far generated dozens of enquiries and produced well over six-figures in fee income.

SUCCESSFUL APPLICATION OF THE LOST SECRET:

1. The left hand side of the two-page spread is dedicated to social proof. The headline makes this very clear to the reader.
2. You can't have too many testimonials! Often the price of doing a two-page spread is prohibitive, but in this case we negotiated hard and the extra cost was well worth it. That gave us the space to include far more testimonials than we ever could in a one page ad (or smaller).
3. The pre-headline and headline convey the unique perceived benefit – the FREE Walk-In Advice Centre'. This has worked extremely well.
4. The sub-headline includes the guarantee and also conveys a key benefit – 'you'll meet a solicitor in ten minutes'.
5. This is a key benefit and it was discovered after carrying out client research. The 'home visits' are not only an important benefit – they also show the company to be a thoughtful and caring organisation.
6. The bulleted list of benefits increases desire further.

“Our Clients Are Raving About Our Unique Personal Injury Service”

1

Here's a small selection of comments from our clients. You'll notice several common threads throughout each testimonial confirming our impressive client care, attention to detail, and our determination to get the best result for every single client...

"I was very pleased with your professionalism and the service you provided. You kept me in touch with proceedings & informed me at all times of the case. I appreciate all the help you gave me."

I have recommended you to friends if they have problems as I have found Bray & Bray Solicitors competent and thorough. Once again, thank you for your help."

Mr. B. Dunne, Leicester

"I was very pleased with the outcome of my claim for compensation, following the car accident in which I was involved. I was pleased not only with the amount of damages received but also in the way you handled the claim on my behalf."

I was kept fully informed of everything that was taking place, consulted on a regular basis and all matters were dealt with promptly."

I hope never to have to make a claim again but if I was in that position I would have no hesitation in using the firm of Bray & Bray Solicitors."

Mrs P.M. Davies, Melton Mowbray

"My claim was dealt with efficiently and effectively to a very satisfying conclusion. I would not hesitate to use Bray & Bray again (and I am doing)."

Mr A. Brine, Markfield

"I wish to thank you for all your hard work,

which you did on my behalf for the past two years. Never once did I think you wouldn't get any compensation for me, you thought you would and you did. You were at all times looking after me the client and I am grateful that your firm is a very caring firm of FAMILY LAWYERS."

If I find myself or anyone I know in need of a solicitor, I would not hesitate to recommend you."

You worked with dedication at all times and I would like to thank you for the amount of compensation I received. You hear so many people getting such a bad deal that it's not worth the trouble for what they get out of it they just make someone else rich but not Bray & Bray. So I'll take this opportunity to thank you again. I do appreciate all you have done for me."

Christina Collier, Market Harborough

"Bray and Bray, my solicitors, have done a tremendous job regarding my accident claim at work."

Negotiations were going on about a settlement with my company's insurance. At one stage the company I had the accident with, went on the defensive accusing me of negligence at work."

My solicitors discussed the situation with me and we decided to summon the company with a court case. Three days before the court case, the company made an out of court settlement."

Mr Gauderton even got my compensation doubled. I will recommend Bray and Bray to my colleagues at any time."

Mr V. D. Costa, Leicester

For more details about our unique Personal Injury service, please see opposite...

2

“Have You Had A Serious Injury?” Introducing Leicestershire’s Unique And **FREE** ‘Walk-In Advice Service’

3

No Appointment Needed

**“We Guarantee You’ll Speak To One Of Our
Specialist Lawyers Within 10 Minutes”**

If you’ve sustained a serious injury, and someone else might be to blame, I have good news...

to you if you want to use our service or not.

**7 Reasons Why Hundreds Have
Chosen Bray & Bray**

And if you decide to use our services here’s what you get...

1). A completely local service

2). Free initial meeting - no matter how long it lasts

3). No win, no fee - guaranteed

4). You get 100% of the damages (subject to funding)

5). Free home / work / hospital visits

6). In the last year alone we’ve won over **£4.5 million in damages** for our clients

7). Interim compensation may be available to you

Get Your Case Moving Right Now

Phone us at...

...or visit us right now and let us help you win your case!

**Speak To A Specialist Lawyer
Within 10 Minutes**

Phone us **FREE** on 0800 63 41 777 or simply walk-in to our Leicester office (King Street - between 9am and 6pm). No appointment is necessary!

We guarantee you’ll speak to one of our specialist lawyers within 10 minutes. That’s how much we value your time.

**FREE Home, Hospital, And
Work Visits**

In fact we’ll even visit you at home, in hospital or at your work or we can arrange to meet you at one of our other offices. Even then it doesn’t cost you a penny!

We’ll tell you exactly where you stand. What chances you have of winning, and an approximate amount of damages you should expect to receive, should you win. Then it’s entirely up

Bray & Bray Solicitors
Leicester

6

4

LOST SECRET #5

Thinking “If They’re Not Interested Now They’re Never Gonna Be” Reduces Sales

You know what they say? “Timing is everything!” And selling any product or service is no different. Just because someone isn’t interested in buying your product or service today, doesn’t mean they aren’t going to be interested tomorrow.

That is in essence what ‘The Moving Parade’ is all about. Let us explain this further...

Let’s say that at the moment you’re really happy with your car. You’ve got no intention of changing it. Therefore every advert, every mailing or any contact you have with a car dealer or car manufacturer is wasted on you.

Letters go in the bin without a second thought. You pick up your newspaper when the adverts come on TV. You simply aren’t interested. And nothing will prompt you at this stage to even consider changing your car.

However, three months later your circumstances have changed. You need to do more travelling, and so you decide it’s time to look for a more suitable car.

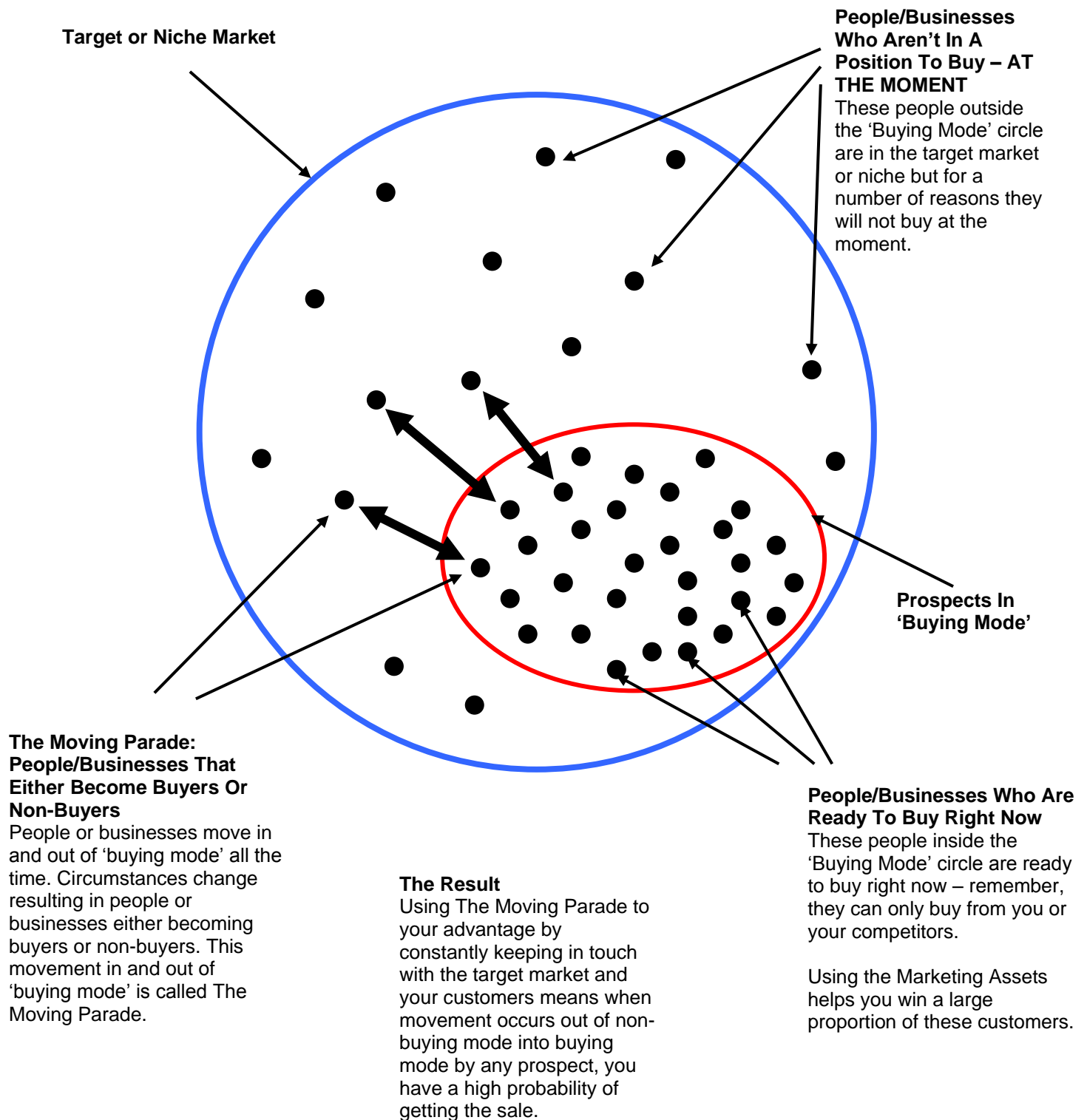
Now every mailing, advert, or communication to do with cars is instantly given attention by you. You’re ‘in the market’ for a new car and you develop an insatiable appetite to find out as much as you can about the cars which would suit you best.

This happens every single day when people are buying products and services. If you don’t keep in touch regularly with your prospects and customers you’ll never get ‘lucky’ with the timing – people move in and out of the market, depending on changing circumstances (see diagram on the next page).

By keeping in contact at least once a month, the chances that you will hit the prospect at the right time are increased tenfold. You will get ‘LUCKY’!

Do this one thing and your sales and profits will increase. Do NOT take this lightly. Taking advantage of The Moving Parade is one of the simplest yet most rewarding marketing strategies you can apply to any business.

The Moving Parade - What It looks Like



Real Life Examples...

EXAMPLE #1:

A good example of the Moving Parade is the time after a quotation is requested by a prospect. Most businesses just wait for the prospect to phone back once they're ready – but they still need communicating with regularly. Obviously you don't know when the timing is going to be right for each prospect. Therefore regular follow-up will enable you to get 'lucky' and win more business – much more business. This letter shows the first stage of the follow-up sequence.

THE RESULTS:

This is the follow-up letter that's sent after the quotation – assuming the prospect doesn't get in touch. It is sent 4 weeks later. Combined with the sales letter accompanying the quote the follow-up letter has helped increase sales conversion from 31% to 67%.

SUCCESSFUL APPLICATION OF THE LOST SECRET:

1. The headline acknowledges the fact that the prospect hasn't been in touch since the quote was sent.
2. It's very important in the first paragraph to reference the fact that no response has been received and this could be because of several factors. Tests have proven that by mentioning the earlier letter/quote this engages more with the prospect and increases response.
3. More social proof in the form of a recent testimonial.
4. Reiteration of the guarantee.
5. Call to action.
6. The P.S. shows the caring side of the business. Incidentally the more of this you do – the more sales you'll get. Demonstrating to prospects that you're a caring organisation and will try and help as much as you can – even if it's in regard to a sale is very powerful!

<Name & Address>

1

**We Haven't Heard From You Yet...
Have You Any Unanswered Questions?**

Dear <Name>

It's been several weeks since you contacted us and we sent our quote. We haven't heard from you so I just wanted to make sure you did receive our quote and second to make sure we've answered all your questions. You may even have some doubts or fears. I hope I can put your mind at rest.

2

In fact we recently received the following letter from one of our customers. Please read it carefully...

Dear David

Thank you for your superb repair to the Bristol cylinder block and also for the prompt service. Your co-operation is greatly appreciated.

3

During the course of sixty years in the Trade I have seen numerous examples of cold-stitched repairs; none could approach the quality of your workmanship for strength, security, durability, accuracy and neatness.

I really do have pleasure in enclosing my cheque in settlement of your reasonable charge as per your invoice No. 2026.

*Peter Thetford
Motor Engineer, Mathon, Worcestershire. Tel: 01684 540935*

We get many great letters like this from satisfied clients. My hope is that after reading this letter all your fears will be reduced or at least pushed to one

Please turn page...

side. But if this isn't enough we do offer this unique risk free guarantee which no-one else in our industry dares offer...

Guarantee 1: We guarantee to solve your problem or you won't be charged **AND** we'll give you **£250.00** for your inconvenience

Guarantee 2: If in the first 12 months the same problem re-occurs we'll fix it at no cost to you **OR** we'll refund the money you paid in the first place

Guarantee 3: We will repair the cast-iron component by retaining as much of the existing parts as possible, or we will replace them with an exact copy. It will look and perform as good as new

(please note for obvious reasons we cannot guarantee competition engines on this basis)

4

Our guarantee demonstrates the **confidence** we have in our ability. I hope you can trust us to help solve your problem just like we've done for hundreds of other people like yourself. I **promise** you won't regret it!

5

Please call us on <Name> to place your order. Thank you.

Regards

Dawn Baker

P.S. If you do have any questions or nagging doubts please give us a call – we're here to help. Thank you.

6

LOST SECRET #6

Short Sighted Business Owner Attitudes Cause Marketing To Be More Expensive And Less Effective

We can go into almost any business and release thousands of pounds of revenue and profit, literally overnight. We can do this NOT because we're expert marketers (we are), but because we tap into 'The Acres Of Diamonds Principle' that every business possesses.

You see the difference between ourselves and most other people, is we know where to look, and we know what to do

What is this 'Acres Of Diamonds Principle', I hear you ask?

Let us explain...

One of the most interesting Americans who lived in the 19th century was a man by the name of Russell Herman Conwell. He was born in 1843 and lived until 1925. He was a lawyer for about fifteen years until he became a clergyman.

One day, a young man went to him and told him he wanted a college education but couldn't swing it financially. Dr. Conwell decided, at that moment, what his aim in life was – besides being a man of the cloth, that is. He decided to build a university for unfortunate, but deserving students. He did have a challenge, however. He would need a few million dollars to build the university. For Dr. Conwell and anyone with real purpose in life, nothing could stand in the way of his goal.

Several years before this incident, Dr. Conwell was tremendously intrigued by a true story – with its ageless moral. The story was about a farmer who lived in Africa and through a visitor became tremendously excited about looking for diamonds.

Diamonds were already discovered in abundance on the African continent and this farmer got so excited about the idea of millions of dollars worth of diamonds that he sold his farm to head out to the diamond line.

He wandered all over the continent and as the years slipped by, his constant searching for diamonds and the wealth they would bring were never found. Eventually he went completely broke and threw himself into a river and drowned.

Meanwhile, the new owner of his farm picked up an unusual looking rock about the size of a country egg and put it on his mantle as a sort of curiosity.

A visitor stopped by and in viewing the rock practically went into terminal convulsions.

He told the new owner of the farm that the funny looking rock on his mantle was about the biggest diamond that had ever been found. The new owner of the farm said, “Heck, the whole farm is covered with them” – and sure enough it was.

The farm turned out to be the Kimberley Diamond Mine...the richest the world has ever known. The original farmer was literally standing on ‘Acres of Diamonds’ until he sold his farm.

Dr. Conwell learned from the story of the farmer and continued to teach its moral. Each of us is right in the middle of our own ‘Acre of Diamonds’, if only we would realise it and develop the ground we are standing on before charging off in search of greener pastures.

Dr. Conwell told this story many times and attracted enormous audiences. He told the story long enough to raise the money to start the college for underprivileged deserving students. In fact, he raised nearly six million dollars and the university he founded, Temple University in Philadelphia, has at least ten degree-granting colleges and six other schools.

When Doctor Russell H. Conwell talked about each of us being right on our own ‘Acre of Diamonds’, he meant it. This story does not get old...it will be true forever... Opportunity does not just come along – it is there all the time – we just have to see it.

So how does this relate to you and your business? Any ideas?

Well, by far and away the most lucrative part of your business is your customer base...

It’s your customers who are your ‘Acres Of Diamonds’.

Yes, no surprise there, but tell me why 99% of organisations don’t ever tap into the most lucrative part of their businesses?

Once a new customer is acquired it’s your duty to enrich their life by giving them more value. More services. More products. More benefits. This is known as ‘Back-End Selling’. And when this is carried out successfully (it isn’t hard when you know how!) you’ll release so much cash, you’ll wonder what to do with it.

There are a number of strategies you can use, but remember your MESSAGE and the Marketing Assets still need to be used. Example strategies to customers include...

- Up-selling and cross-selling
- Using a ‘Buyers Remorse Letter’ to cement the sale and make another immediate offer
- Customer reactivation letters
- Customer Offer letters to sell other products or services
- Customer Incentive Reward Systems

As long as you look after your customers, they’ll keep buying from you – but you must keep selling to them – or someone else will!

Real Life Examples...

EXAMPLE #1:

A Buyers Remorse Letter.

THE RESULTS:

This letter is sent to customers using O'Briens for the first time. The letter solidifies the relationship and 71% of new customers place their next order within 10 days.

SUCCESSFUL APPLICATION OF THE LOST SECRET:

1. The headline says it all! Thanking the customer is a forgotten courtesy these days.
2. The first sentence just reinforces the fact that the customer has chosen O'Briens for their outside catering needs.
3. These next few paragraphs outline why the customer has made a good decision and reinforces O'Briens dedication to service.
4. End with a thank you.
5. Although a buyers remorse letter is used to reduce any doubts a customer or client may have about their purchase, it also gives you a great opportunity to add another offer. The P.S. here does a great job.

<Name & Address>

1

Thank You...

Good Morning <Name>

Thank you for your order. We are delighted you've chosen O'Briens for your catering needs.

I'd like to take this opportunity to assure you that everything we do for you will be of the highest quality. At O'Briens we don't just say these words we actually live them.

All the team at O'Briens has been through a rigorous training schedule – even our several part time people. Whether you call or come to the shop in person, you should expect to receive the warmest of welcomes and the utmost courtesy from all my team.

Our aim is to consistently surpass your highest expectations. Of course even the best make mistakes from time to time. So if you ever feel you've been let down no matter how trivial the matter may be, I really would like you to give me a call to discuss it. We can only continue to excel if our customers help us!

I've outlined the details of your order on the enclosed form. Please check it thoroughly and let us know if you want to alter anything.

We are all looking forward to working with you. Thanks again <Name> for having the confidence to use our specialist catering services.

Kind regards

Rosemary McIvor

P.S. As a special 'thank you' I'd also like to extend to you our '**Valued Customer Next Order Discount**'. If you place your next order within the next 10 days we'll give you 15% off. Please call us on <Number> to place your next order.

2

3

4

5

EXAMPLE #2:

Customer offer letter.

THE RESULTS:

This offer letter was sent to existing customers in an effort to sell off excess stock. Within 7 days the entire stock was snapped up by existing customers.

SUCCESSFUL APPLICATION OF THE LOST SECRET:

1. When the offer is strong it's so easy just to lead with it in the headline.
2. The opening is a proven way to start any letter on the proviso that your letter is going to be short and to the point!
3. Communication of the offer in full.
4. Expansion of the offer and the added incentive that the offer is only available to existing customers.
5. Scarcity is important with all your offers. What you want to do is reduce procrastination. The more specific you are the better. As I mentioned above this offer actually sold out in just under 7 days (not 10 as we initially thought).
6. Strong call to action.

1

Buy 3 Atlas frames and get one FREE

Good Morning

2

This letter is going to be short and to the point.

Buy any three Atlas frames and get **one FREE**. That's it. No strings. All I ask is you choose your FREE Atlas frames from models A6, A7, A8, A9 and A13 (please see your Olympus Brochure).

3

We're getting to the end of the year and I've just finished doing my annual stock take. The children's models A6-A9 and A13 are surplus stock. Just buy any three Atlas frames and choose your FREE frame from these five models. By the way this offer is only available to our current customers!

4

There are only 694 FREE frames available. I expect to sell out within the next ten days – so you'll have to be quick to take advantage!

5

Call us now on <Number>, or speak to your Olympus Sales Agent. Alternatively complete the "Urgent Fax Back Form" enclosed and fax it to us on <Number>.

6

Thank you for your continued business.

Kind regards

Gary R Goulden
Managing Director

PS Remember this offer is only available while stocks last. Call us now on <Number>.

7

LOST SECRET #7

Most Marketing Materials Are Boring And Lack Personality

If you stood back a second and looked at your marketing material could you honestly say that it jumps off the page at you in terms of personality or out of the box thinking?

If the answer is “no” then I’m sure this next section is exactly what you need.

You see one of the main reasons why many marketing campaigns and materials are unsuccessful is that they ‘bore the pants’ off poor unsuspecting customers and prospects who have to read them.

For example, many businesses have tried and failed to market their products or services via Direct Mail or Newspaper Advertising. One of the main reasons why their marketing isn’t working is simply this... the ‘way’ these materials have been created lacks impact. In other words the ‘HOW’ is all wrong!

So to get fantastic results with all your marketing you have to know ‘HOW’ to incorporate personality and innovative marketing approaches that grab attention. We’ve revealed many of our secrets in this document to help you get the HOW, right.

And here are some great examples of companies getting the ‘what’ right, but failing miserably on the ‘HOW’. We’ve shown you the ‘before’ (not the right way) and ‘after’ (the right way) so you can see the effect of the ‘HOW’ in full flow...

Real Life Examples...

EXAMPLE #1:

Magazine advert.

THE RESULTS:

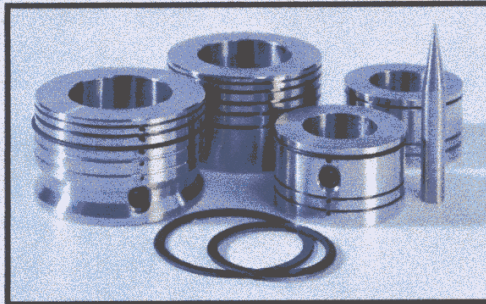
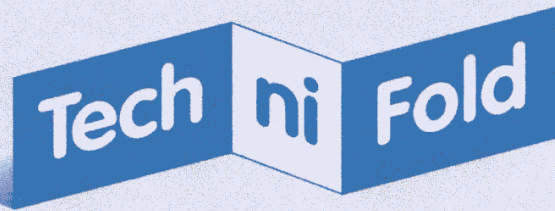
The original ad was just about breaking even, but unable to bring a return for the business.

The new ad has been running for over six years now in all the main print publications across the world, generating hundreds of enquiries. Resulting sales from the Information Pack (sales letter) runs into the multi-million category.

SUCCESSFUL APPLICATION OF THE LOST SECRET:

1. The 'pre-headline' leads the reader into the main headline with an important promise (now you can save thousands of pounds...).
2. The headline structure used here is a proven money-maker. Taken from the all time classic John Caples ad – 'They Laughed When I sat Down At The Piano, But When I Started To Play...' it's very difficult not to continue after reading this.
3. The 'problem/solution' type opening is very powerful – especially in this example where the problem is an industry recognised problem.
4. The solution is described in scintillating detail and backed up with social proof (already hundreds of printers...).
5. Social proof is then extended further with powerful testimonials supporting the claims revealed earlier and in the headline.
6. Showing the product in action or the benefit of the product are the only ways to use photos in any ad or sales letter. Many designers and marketers make the big mistake of making the product itself the star of the show. Remember people don't care about the product they only care about 'what it will do for me'. Although it's hard to see in this example the photo shows the before and after shots of using the product.
7. A bulleted list of compelling benefits increases the desire of the reader.
8. The guarantee is alluded to here.
9. A clear and concise 'call to action' is important to communicate what the reader must do to get the offer (the FREE Tri-Creaser Information Kit').
10. Adding the coupon increases response by 100%.

BEFORE



- Fits STAHL & MBO folding machines
 - Sets up in seconds
- Perfect creases time after time on stock ranges 150-350gsm
- Totally eliminates fibre cracking
 - Two crease depths
 - Three crease widths

Telephone [REDACTED]

Mobile [REDACTED]

www.technifold.co.uk

Tech-ni-Fold Ltd [REDACTED]
[REDACTED]

AFTER

Now you can save thousands of pounds each year and improve the quality of your work...

"They Laughed When I Put The Tri-Creaser On My Folding Machine, But When They Saw The Results..."

"It's so frustrating. Even the so called leading manufacturers haven't come up with a creasing device that eliminates cracking on all materials.

And we have to out source most of our folding and creasing. It costs us thousands of pounds each year as well as hours and hours each week."

Have you heard yourself saying the same things? Despite all the technological advances we're making - no-one has solved the age old problem of fibre cracking. Okay some machines work 40-50 percent of the time - but is this good enough?

The Solution: A Simple And Very Effective Device

I agree it's unacceptable. So about four years ago I decided to do something about it. After 78 prototypes (yes, I don't give up easily) I finally achieved my goal. I created the "Tri-Creaser," - a rotary creasing device that **totally eliminates fibre cracking** on materials ranging from 150 gsm to 350 gsm.

Already **hundreds** of printers and print finishers are benefiting from using the Tri-Creaser all over the world. Here's what a few of them have said...

"Your Tri-Creaser is simple - easy to use, and works on a wide variety of stocks. It has saved me some £100 - £200 per week."

Mr J Cole, Eden River Press Ltd

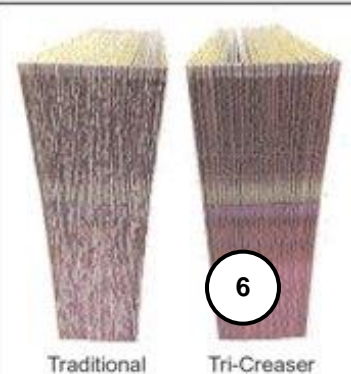
"The Tri-Creaser is simple to use with 100% quality. On average it saves us £30,000 per annum."

Mr B Tucker, BRG Print Finishers

"The Tri-Creaser is very straight forward - operator picked it up quickly. 80% of our scoring is now done in house."

Mr D Vokins, Hunts Printing

As you can see the Tri-Creaser is achieving **startling** results. And we have literally hundreds of comments like these from other customers all over the world!



Tech-ni-Fold's "Tri-Creaser" is guaranteed to totally eliminate fibre cracking

"Secret" Creasing Agent Is The Key

So why hasn't anyone made this "discovery" before?

That's simple really. The Tri-Creaser uses a "secret" specially formulated creasing agent that stretches the fibres (doesn't crush like all other methods). Therefore fibre cracking just isn't "allowed" to occur.

You're now probably thinking, "Great, no more cracking, but I bet it takes ages to set up!" Here's the really good news...

Takes Just A Few Minutes To Set Up

The Tri-Creaser takes just **minutes** to set up even by inexperienced operators. In fact the Tri-Creaser takes the skill out of quality creasing operations, so no one needs any training. Better still...

Attaches To All Popular Folding Machines

The Tri-Creaser attaches to all popular makes of folding machine such as Heidelberg, Stahl, and MBO.

Here are some more important benefits...

- The Tri-Creaser doesn't need demonstration. It will start saving you time and money the moment you open it.

- All the settings (3 creasing widths, and 2 deep settings) are built-in to the design

- The Tri-Creaser will crease as fast as your folding machine can run. It is 100% effective even over 25,000 sheets per hour!

- You'll never have to outsource straight creasing jobs again. Massive savings in time and money!

- Superb for normal section work

- Excellent on digital stock

- Pays for itself on average between 1 and 3 job runs

The Tri-Creaser also comes with a unique money back guarantee.

I'm not asking you to order today. Send for our **FREE "Tri-Creaser Information Kit."** I'll give you all the details. Only then do you have to make up your mind.

Call us now on [redacted] or complete the coupon below and post it to us at the address below. Alternatively visit our web site at...

<http://www.perfect-print-finishing.com>

<input type="checkbox"/>	Yes! Please send me your FREE Tri-Creaser Information Kit.
Name: _____	
Company: _____	
Address: _____	
Tel: _____	
Send To: Tech-ni-Fold Ltd	
[redacted]	
Tel: [redacted]	TFR-04-03

EXAMPLE #2:

Lead generation letter.

THE RESULTS:

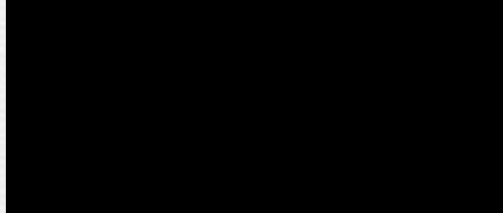
The original letter did work, but only at a fraction of the results of the new letter. Notice in the original letter, the offer is almost hidden, yet it is a fabulous offer.

As you now know, this is what we call a 'Loss Leader' offer. Over the years this has generated well over a million pounds in increased sales.

SUCCESSFUL APPLICATION OF THE LOST SECRET:

1. The word 'FREE' is THE most powerful word in the English language. Combining it with the right offer and it's almost impossible to fail.
2. When you can quickly and clearly state the offer and your letter is short – this opening is a proven way to engage the reader quickly. 'Here's the deal' just gives it to the reader straight and they know within a few seconds they're going to get the offer explained to them.
3. If you have a great, or better still sensational offer you MUST back it up with what we call 'reasons why'. When you do this you validate the offer and make it understood why you're making the offer in the first place. Without 'reasons why' people may think it's too good to be true – and will simply not respond.
4. Beat procrastination with a limited offer.
5. The P.S. reinforces the offer clearly.
6. The letter includes a 'leaflet' reinforcing the offer a proven model for direct response – letter + leaflet + response form).
7. The inside of the leaflet explains more about the offer and gives information about the company.
8. The leaflet includes a tear off response form – which will always increase response.

BEFORE



Dear [REDACTED],

We write to introduce ourselves as a local producer of exhibition graphics. By using large format Novajet Inkjet printers we are able to digitally produce prints of photographic quality upto 4ft wide by any length.

Files can be received from your Mac or PC disc in a variety of formats. Also should you have images that need writing to disc we are able to scan at high resolution, colour or B/W negatives, transparencies or any print or artwork upto size A3.

We can write to CD, Optical, Syquest, EZ Drive and JAZ.

Additionally all mounting, laminating and encapsulating upto a width of 5ft is carried out in house. Enclosed is a prepaid card where we offer to produce a FREE full size exhibition print of your own design (including a scan if required). This way you will be able to assess without any cost to your company the quality of the work we produce.

We look forward to hearing from you.

Yours sincerely

John McVay

EXHIBITION, PROMOTIONAL & ADVERTISING DISPLAY PANELS

Photographic Quality Inkjet Images – up to 4' wide by any length – direct from Mac or PC disk • High Resolution Scanning
Mounting, Laminating & Encapsulating – up to 5' wide by any length • Framing Service

DISHLEY EXHIBITIONS LTD. [REDACTED]

Telephone: [REDACTED] Facsimile: [REDACTED] 24 Hour Helpline: [REDACTED]

ISDN: [REDACTED] E-mail: [REDACTED]

Directors: J.S. McVay (Managing), J.F. Upton, Mrs J. McVay (Company Secretary)
Registered in Cardiff, Wales No. 2745346 Registered Office: Westgate House, Royland Road, Loughborough LE11 2BH

AFTER

<Name and address>

1

FREE Full Size, Full Colour Exhibition Poster Worth £110.00

Dear <Name>

Here's the deal:

2

One full-size, full-colour exhibition print of your own design - totally FREE.

I'll even include a free scan if you need it.

I'm not talking about a mock-up. I'm talking about the real thing. Perfect for any exhibition.

So why am I doing this?

3

Quite simply, I've found that as soon as people see our work they like it. They like it a lot! And I've learnt that by providing a free poster we stand a better chance of getting your business.

I suppose the "proof is in the pudding". You see from the poster just how good we are. And that's it. No strings. No obligation.

So what's the catch?

Well there isn't one - as long as you respond quickly.
I

Over, please...

can only afford to produce 25 free posters, so the quicker you reply, the less likely you are to be disappointed!

Just fill in and return the reply-paid card that came with this letter. You don't even need a stamp. As soon as I receive it, I'll call you to discuss your requirements.

4

Alternatively, you can call me on **<Number>**. That way you can beat the rush and receive your free exhibition poster a day or so quicker!

I look forward to speaking to you.

Regards

John McVay
Managing Director

P.S. Don't delay. I can only afford to produce 25 FREE exhibition-size posters. Call me now on <Number>.

5

EXAMPLE #3:

Lead generation letter.

THE RESULTS:

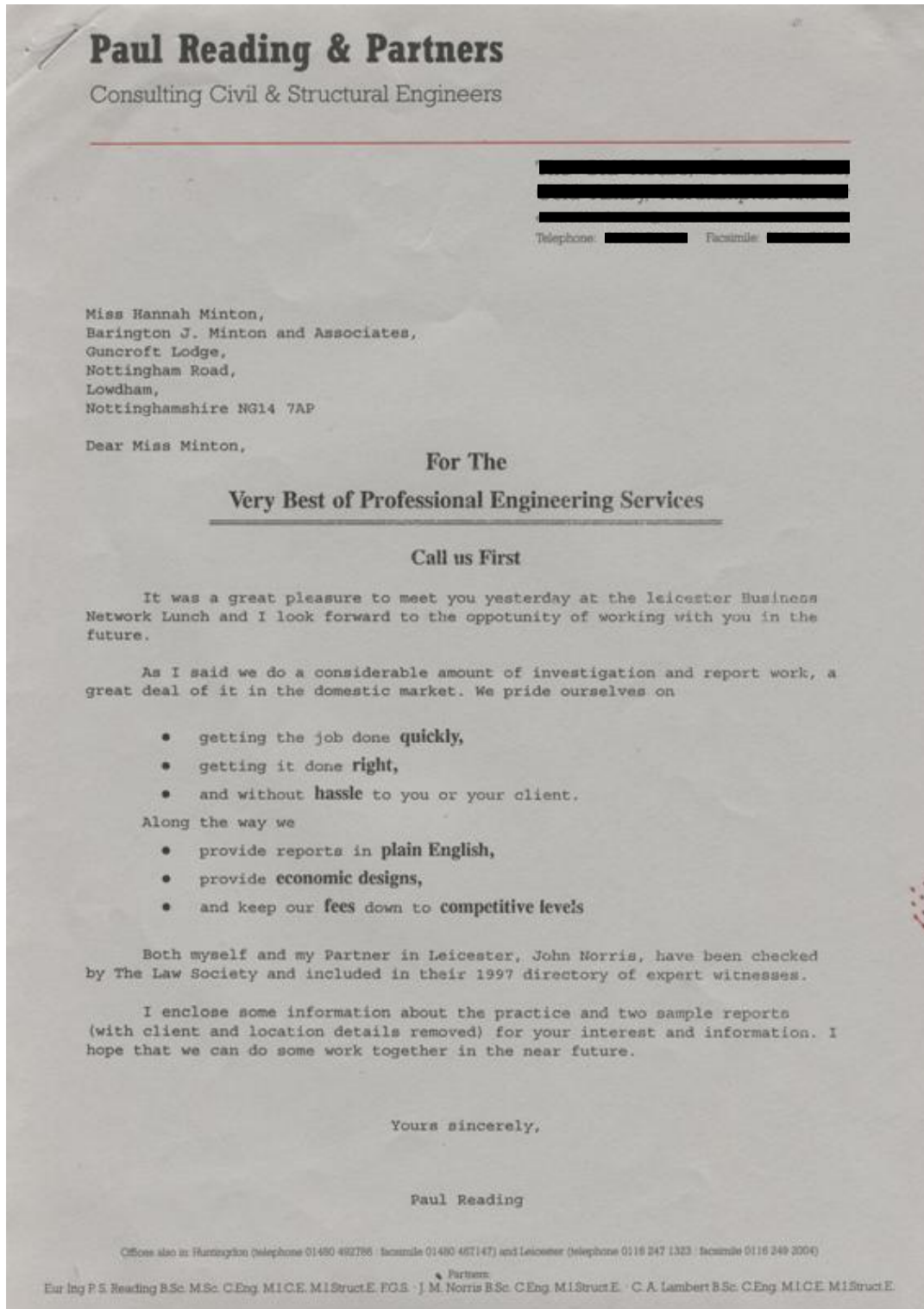
The first letter is typical of most professional service type letters – very weak on MESSAGE and marketing assets.

The new letter produced a 6% response from the target list of architects (423 strong). 25 meetings were held with 16 new clients acquired. Over the years this one letter has been responsible for over £540,000 of increased business. This is another great example of matching the message to the market.

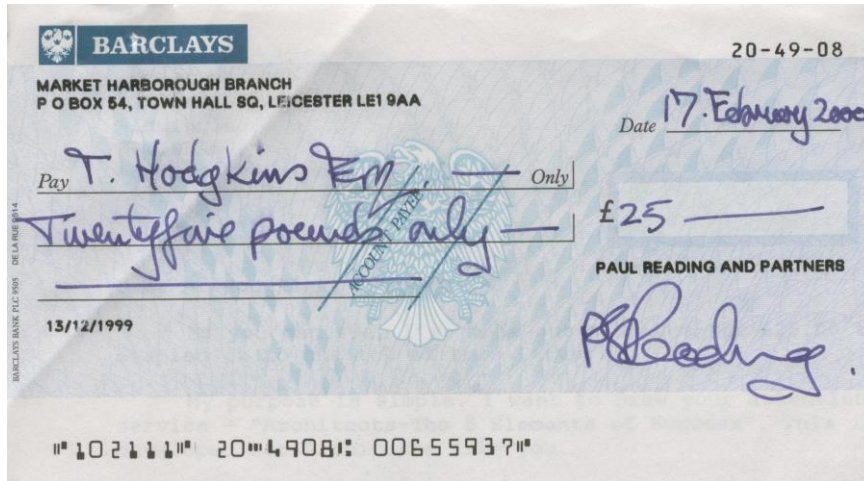
SUCCESSFUL APPLICATION OF THE LOST SECRET:

1. The ‘gimmick’ (cheque) replaced the headline and ensured the letter was read. This is the only time when you can risk not having an attention grabbing headline – the gimmick acts as a replacement. The client was nervous about using the cheque (with the risk of having to hand over £25 each time an architect felt the meeting was a waste of time), so we offered to pay for every cheque they had to hand over. Our outlay for this was a big fat ZERO.
2. When selling a service (professional or otherwise) you build value and differentiation in the market place by creating a name for the service. In this example ‘Architects – The 5 Elements Of Success’ was created after researching the target market to establish exactly what they wanted.
3. The letter is pinpointed on the exact target market (architects). This automatically resonates and connects with the target market and as a result response will always be considerably better than just a general widespread approach.
4. The research identified the most important and relevant aspects the target market needed. The 5 key elements were then included as a ‘standard’ part of the service.
5. Social proof is again important here. It’s important the social proof is perfectly matched with the target market. Therefore a testimonial from an architect focused on the important benefits automatically connects with the reader.
6. Multiple and simple response mechanisms are important.
7. The offer is reinforced in the P.S. (remember the P.S. is the second most read element of any sales letter and therefore a huge missed opportunity if it isn’t used to reinforce the offer).
8. More testimonials on a separate sheet – reinforces the social proof.
9. Including a separate ‘order form’ will always increase response when written correctly.

BEFORE



AFTER



Dear

As you can see, I've made out a cheque for £25.00 to you and stapled it to the top of this letter.

2

My purpose is simple. I want to draw your attention to our new service - **"Architects - The 5 Elements of Success"**. This is specifically developed for architects like you.

You may think that what we are offering seems quite difficult to believe. That is why I am prepared to sign the cheque and hand it over to you without quibble if, after listening to me explain what we have to offer, you think I've wasted your time. It's as simple as that. There are no strings attached. There's no obligation to commit yourself to anything. Just spare me half an hour of your time.

I think you'll find it one of the most valuable half-hours you'll ever spend. I have good reason to believe this because over <AMOUNT OF APPROX CLIENTS> firms like yours are already good clients of ours.

We thought it was about time that we addressed the common frustrations and needs architects have when dealing with structural engineers.

Over the last 12 months this research has helped us identify five main characteristics that architects want. As a result we have transformed our service to meet these needs. We call it our "5 Elements of Success".

Architects - The 5 Elements of Success

3

1. Speed of Response, Accuracy and Clarity

Instant response. That's what you need. That's what you get. All partners have mobiles (which are always turned on!) and each office has e-mail with high-speed modem and ISDN connections. We can supply you with drawings in any format such
Please turn page...

as on disk, on paper or direct to you by e-mail. In fact, we go to such lengths as giving you our home numbers for emergencies (i.e. out-of-office hours). Whatever the time, you'll always be able to contact us. This ensures that there are no more frustrations for you or your client.

Of course, it's not just the speed of response that's important. Clear, accurate and positive feedback is also essential. That's what you receive.

2. Decisiveness and Positive Solutions

I know indecision is quite common with structural engineers. And I know how infuriating it is for you. All you want is a firm positive solution every time - and that's what you get!

3. Input on Every Project at Partner Level

All our projects are important. That's why we attach a partner to each and every job. You know that your work is having the best input at all times. Never again do you have to worry about personnel having a lack of experience on your project.

4. Practical, Flexible and Cost-Effective Solutions that Meet Your Brief

Unfortunately, structural engineers are sometimes too rigid in their designs and therefore not practical enough. As a result, the most cost-effective design is overlooked. Worse still, some commit the dreaded sins of over-design and producing solutions that don't meet your brief.

We understand how important it is that these frustrations are never realised.

We strive hard to find the most economical solution to any structural problem or circumstance. With this approach we can sometimes save more than the fee in the cost of the contract.

We try to make the structure fit what the architect wants. We work with you in total harmony throughout the project.

5. Clear, Readable Drawings and Details in Layman Terms

Where necessary (i.e. dealing with the client) we explain complex engineering matters in simple terms. In fact, we produce a 'Layman's Summary Sheet' to go with the calculations for every job. Clients love this because they can actually understand what is going on.

Furthermore, you'll love it too, because your client sees the sheet as another benefit of your service. You also need drawings and details that are readable and clear. There's nothing worse than you having to ring the engineer back saying that you cannot understand the drawings because they're not

Please turn page...

clear enough.

In addition, we understand how valuable it is that you receive information from us as soon as possible. We therefore provide you with details at an early stage to help you work up your drawings. You see, we've taken the time to find out what architects like you need. Our whole company operates around these needs, and concentrates on fulfilling them.

Don't just take my word for it. The orange "Testimonial Sheet" I have enclosed with this letter describes what some of our clients think about us. For example:

5

"Paul Reading & Partners have thought very hard about what is important to us. Partner contact at each stage of the project is essential, as well as solving problems quickly in a positive manner without compromising other aspects of the design.

"After we came to Paul Reading & Partners they quickly convinced us of their merits, which do set them apart from other engineers."

Tony Rodgers - Bunday & Rodgers
(Chartered Architects)

I'm not that naïve to think that you will appoint us on the strength of this letter (although I would be delighted if you did). I also understand that you will have one or more engineers that you already use.

What I'd like to suggest is that we meet up to discuss exactly what we can do for you. This will also give you the opportunity to see how easy we are to get on with.

You can then decide to start using us for one-off jobs. That's when you'll really start to see the difference!

I've enclosed your '**Architects Special Appointment Sheet**' for you to fill in and return to me. Simply place it in the envelope provided (you don't need a stamp). Once I receive it I'll personally contact you to arrange an appointment. Alternatively, you can call me on <NUMBER> or fax the sheet back on <NUMBER>.

6

Regards

<NAME>

Partner in Charge of X office

P.S. Remember, if you think I've wasted your time after we meet, I'll **gladly sign the** cheque and hand it over to you without quibble.

7

Testimonial Sheet

Here's what some of our clients think of us:

"Paul Reading & Partners have thought very hard about what is important to us. Partner contact at each stage of a project is essential as well as solving problems quickly and in a positive manner, without compromising other aspects of the design. Paul Reading & Partners do these things as a matter of course.

After we came to Paul Reading & Partners they quickly convinced us of their merits which do set them apart from other engineers".

**Mr T J Rodgers
Bundey & Rodgers**

"Paul Reading & Partners have always responded speedily and efficiently. We have no reservation in recommending the practice for providing engineering services in either a traditional situation or in a design/construct project".

**Mr N A Woodward
Featherstone Austin Woodward**

"Paul Reading & Partners have provided this practice with structural advice for a number of years. They recognise the importance of responding quickly and without delay, which is essential. This enables us to offer the efficient and professional service expected by our clients".

**Mr M Rossin
Rossin Associates**

*You can have all these benefits. Call me now on (Number of office)
To arrange an appointment.*

Address of office and numbers.

Architects Special Appointment Sheet

Please fill in and return this form in the envelope provided.
Or Fax this sheet to me at [REDACTED]. Alternatively call me at [REDACTED]

9

Thank You!

Remember the "5 Elements of Success" I am offering you:

- Speed of Response, Accuracy and Clarity. No more frustrations. You get quick responses all the time.
- Decisiveness and Positive Solutions. We give you clarity and positive answers at every stage.
- Input on Every Project at Partner Level. Never again worry about any lack of experience on your project.
- Practical, Flexible, and Cost Effective Solutions that Meet Your Brief. We can sometimes save more than the fee in the cost of the contract.
- Clear Readable Drawings and Details. You will always understand our calculations and drawings. We even produce a 'Layman's Summary Sheet' that your clients can understand!

☐ **Yes.** Please contact me to arrange an appointment. I want to find out more about the "Architects - 5 Elements of Success". There's no obligation at this stage.

(I understand that if I think you've wasted my time after the appointment you will sign the cheque and hand it over to me without quibble).

☐ **Yes.** Please contact me in: (circle one) 3 6 12 Months

☐ Please send me further information about your new service.

☐ Please don't contact me again.

Terence Hodgkins Esq.

ARCHITECT

12 Cross Lane, Aldwincle

Kettering NN14 3EG

[REDACTED]
Paul Reading & Partners

[REDACTED]
email [REDACTED]

LOST SECRET #8

Most Marketing Is An After Thought At Best And Is Carried Out On An 'Ad Hoc' Basis

When you study successful businesses (as we have) one thing is apparent in all of them – they use a marketing system one which gives them consistent and repeatable results. A system that drives the business forward. A system that enables the business to grow at the desired rate.

For consistent growth you absolutely must have a marketing system. You cannot hope to achieve great results with ad hoc marketing. The example shown is the Essential Business Growth System For Small & Medium Sized Businesses...

Real Life Example...

EXAMPLE #1:

Our 'Essential Business Growth System' has been responsible in various forms for generating hundreds of millions of pounds all over the world. It is arguably the most successful small and medium-sized business marketing system ever created. Easy to apply. Simple to execute. And above all produces consistently excellent results. **Plus, when you become a client of John Harrison and Company you can acquire the system for just £497 (that's a genuine discount of £500)!**

The diagram shown is the 'high level' view of the system.

THE RESULTS:

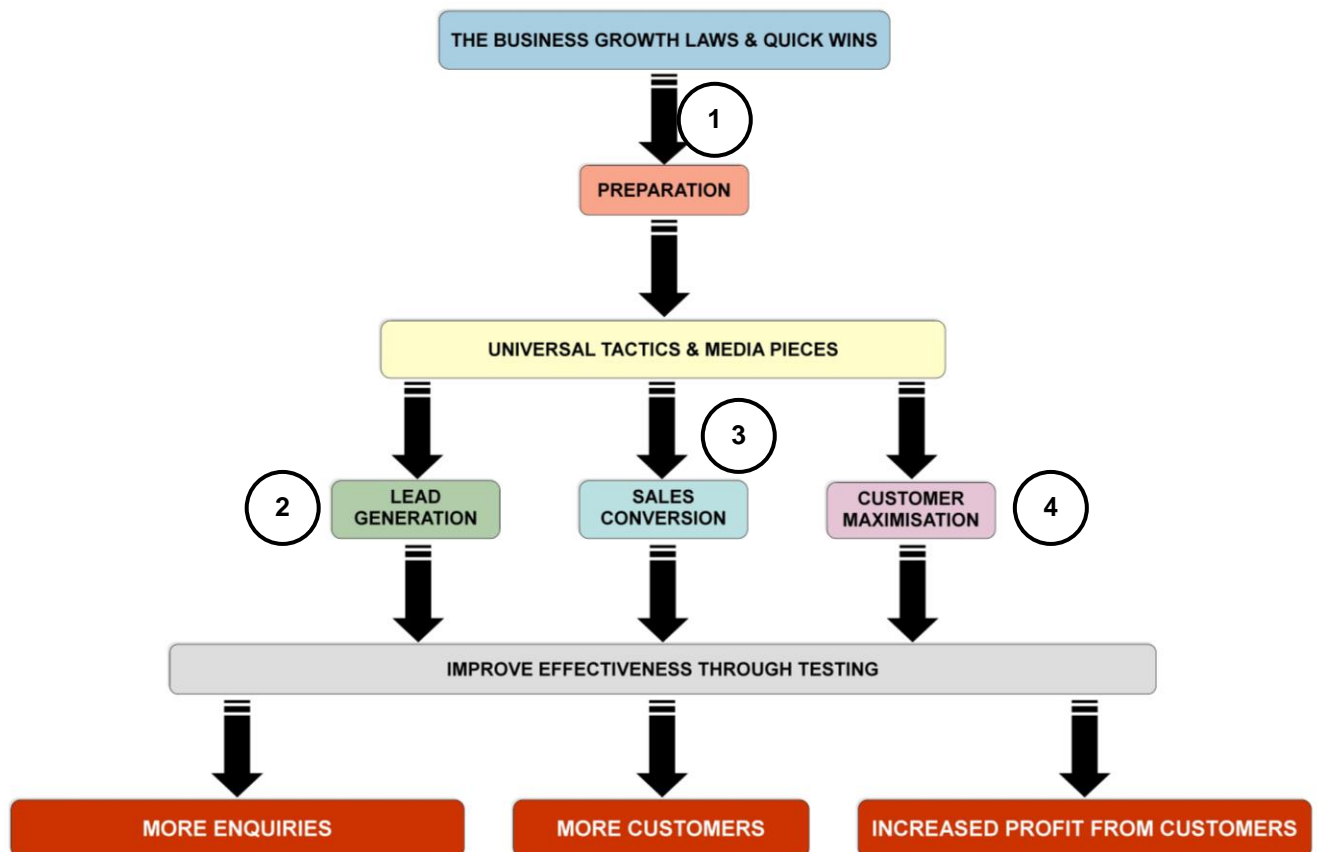
Hundreds of millions of pounds in profits worldwide.

SUCCESSFUL APPLICATION OF THE LOST SECRET:

1. Preparation – Important elements required to ensure the success of the three 'Business Multipliers' (Lead Generation, Sales Conversion and Customer Maximisation).
2. Lead Generation – focuses primarily on implementing the lead generation Tactics and Media Pieces to generate a constantly full 'Enquiry Funnel'.
3. Sales Conversion – focuses primarily on converting as many enquiries into customers. The use of specific Tactics and Media Pieces are also critical here.
4. Customer Maximisation – focuses primarily on optimising the sales and profits from new and existing customers. This is when real wealth occurs.

The Essential Marketing System For Small & Medium-Sized Businesses

delivers more enquiries, more sales, more new customers and more income from existing customers – guaranteed!



WHAT NEXT?

We hope you've enjoyed this journey with us. You should now have a much clearer understanding of the 8 Lost Secrets and how you can use them in your business.

The good news is if you decide to become a client of **John Harrison and Company** you'll get four of our most sought-after business growth services worth thousands of pounds - absolutely **FREE** and heavy discounts on all our business growth products. You cannot get this with any other accountant in this area!

So if you're genuinely serious about growing your business and you're looking for an accountant with a difference, who genuinely cares about the financial health and growth of your business, now really is the time to make the change and use the services of **John Harrison and Company**. Thank you.