The Amazing Formula
Bonus Program

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The Amazing Formula

Bonus Program

Sales = (HPO + KSL/WSMS + HTM w?M + TM)xBERC

"Why membership in The Player's Club could be the single most important event in your life this year!"

There is good news, bad news.

The bad news is that you're having problems finding the impressions you want at the price you can pay. The good news is that you read in The Player's Club about another member who had success running banner ads on Smartclicks.com.

The member says they have a program where you can run your banner ads for under $10 per thousand. You spend $150 to see if you make one sale. You figure, only one sale is all I need. Sure enough, you make a sale within a day of your ad coming. You note the results and decide to experiment with banner ads more at a later date.

You read in The Player's Club about someone who had success with ezine ads. . You calculate how much money you have to spend to generate one sale. You know that you have an advertising allocation (in our example) of $150 to spend per sale. You hunt down a few high-circulation ezines and pop your ad in. The hit counter starts spinning. That's a good thing. You're starting to get excited now! You give back by report the results back to The Player's Club.

Here's your post:

$2,300 profit from $150 ezine ads: I place the following ad in The Widget Ezine, Big Johnny's Widget Ezine and Micro-Widget's Ezine.

"Free report reveals 7 secret methods I use to sell 150 Widgets a month. You can too! Send any email to: widgetdollars@mywidgetdomain.com."

I received 100 inquiries and 10 people bought my $230 package.

You're starting to understand The MasterMind Principle. You're getting and giving. You're creating a dynamic synergy. You realize that if you don't give, you don't get. You're also beginning to see that you become your own marketing genius when you start testing things and measuring the results.

You read another post by a member who obtained a landslide of traffic by putting out a press release. You wonder what would happen if I took that $150 and bought a distribution of a press release with it. If only a few publications print the release, then it'd be like getting thousands and thousands of

impressions.

You like that idea so you spend several hours banging out 300 words and zip your release off to a distribution service. You have to pay $200. But you get a BIG hit and 4,000 people hammer your site in only one day! Wow! The adrenaline is starting to flow now! You put that one on your mental list to do again next month.

You enter a post to the Player's Club:

Two weeks ago I distributed a press release using XYZ distribution service. You can read my release at www.mywidgetdomain.com/pr.htm. I had 4,000 people hammer my site in one day at a cost of only $200. The person who wrote my release is John Doe and you can reach him at this phone: (xxx) xxx-xxxx.

Next you wonder, what if there were a way to get publicity but in a more predictable manner? So you poke around and see if you can find a writer who will write articles for you and submit them to publications for several hundred dollars. That sounds like a good idea, so you out a few spots and over the next two weeks your article appears all over the Net in ezines. In two months, it gets featured in several newsstand publications. Your hit counter goes bonkers. You post again:

I sent out the article at: www.mywidgetdomain.com/article.htm to 15 magazines. 5 published it. I got X hits and Z sales. I hired the writer for only $200. Here's his phone: (xxx) xxx-xxxx.

Hmmmm. You keep twirling the possibilities around in your brain. You read posts by other Player's Club members who have associate programs that are going gangbusters. What if I took the $150 and just paid it to anybody who could get a sale for me?! Now that might stir up some activity. So you start an associate's program with a $150 payout. You hop right on that idea. Because you only pay when a sale happens. No sale. No payout. That makes a LOT of sense!

Before you know it, you have sales pouring in from associates.

Then you think: Geez, my friend Rick has 5,000 people on his mailing list. Why don't I set him up on my associate's program and have him email my killer sales letter to his list. Bingo! Three days later you have a bunch of sales. You post the results to The Player's Club.

Then Rick comes to you and says, I have a buddy with 6,000 names on his list. Can I have him do a mailing and split the $150 with him. Sure you say. Why not! Next thing you know, more sales are coming in. Again, you report the results to The Player's Club.

It gets in your blood, doesn't it?

Don't you love Internet marketing!

Folks, that's my vision for The Player's Club. It may or may not come true. Only you can make it come true. If no one tests anything and measures results, it won't happen. If no one reports back results, it won't happen.

There are some rules: The Player's Club is NOT a discussion forum. It is NOT a place to ask questions. There are plenty of online marketing forums for that. What I want is to have the first results-driven testing lab I have seen on the

Net.

I don't care what anyone's opinion is about a marketing technique. That's what I don't like about forums. A lot of people express opinions who don't know jack and who haven't tried the technique in question. They just have a strong opinion about it.

For example, I read lots of posts that say "gimmick banner ads don't work." It makes sense right? People will feel tricked and won't order from you, right? Well guess what? Those are just opinions. And 99 times out of 100 the person never tested the gimmick banner ad to find out if it worked or not. They just hold an opinion based on wivestails or hearsay. Not fact.

I'm interested in concrete tests and results. That's what direct response marketing is by definition. You try things and get a response. If it works, you keep doing it and make it better. If it doesn't, you try something else. But direct response marketing begins with DOING SOMETHING AND TRACKING THE RESULTS.

The world does not need another forum where people who haven't tried anything give their opinions to other people who haven't tried the same thing!

Furthermore, I'm hoping that intelligent people participate in The Player's Club. Here's what I mean by that. The other day I was reading posts in a forum pertaining to specific investment methods advocated by a certain book author.

And people did test and report the results. The problem is, they only halfway tested the formula. They did it half-cocked. They didn't do the formula as the formula was presented. And that's actually fine. As long as you tell people clearly what you did try and didn't try. The problem is, these people would go in and say, "So and so's formula doesn't work. I tried it and I lost money. Then they would post what they tried which was only a partial application of the formula."

So really, they weren't testing the actual formula. They were testing their half-cocked version of the formula. But they used that as pseudo-evidence that the formula didn't work.

Am I making any sense? To prevent that type of crap from happening, I'm going to maintain total control over the Player's Club. I will only allow posts that I feel contribute to the overall goals of the Club. It's totally at my discretion what posts I allow and what posts I don't.

I'm also NOT going to allow the club to be a forum for promoting the latest associate program. Associate programs are great. But so many people post anything in a forum just so they can get in a tout for their associate program product. They aren't trying to contribute to the forum. They're trying to make sales. That happens all the time.

The Player's Club is NOT an advertising forum. I obviously don't have anything against advertising. Maybe in the future (and maybe not) I'll put up a place where members can advertise. But my feeling is, that kind of thing isn't productive. It just becomes a bunch of ads only read by people checking to make sure their ad is posted. How productive can that be? It's like the free-for-all-links pages.

Let me ask you this: When was the last time you said, "Hey, I need to find a resource. I'm going to go cruise the postings on free-for-all-links pages to find

a resource?"

I'm not down on FFA's. Some people report success by hosting a free-for-all-links page and placing a banner at the top. Again, it's the type of thing where I'm interested in concrete tests.

What typically happens in discussion groups is someone who sells X product goes into a forum under an assumed name and posts a question. "Hey, does anyone know about a product that will X?" Then they go back in under another name and post, "Yes! I found a product that does exactly that. It's called X. It's fantastic. Love it. You can find it at: www.mywidgetdomain.com/X?ID=495."

Sometimes they'll go in under a third name and reinforce the brilliance of the product. It's like manufacturing your own PR. And it "sounds" like the person has data to back up their claim. But they don't.

This person may never have tried product X. Or they may have tried it and never made a dime. The only reason they're probably promoting product X is because the commission structure turns them on.

What that means is the person is a dealer for an associate program and they're trying to drum up business. Nothing wrong with that. I'm not criticizing people who do these things.

I'm trying to point out what people do, so you'll understand the reasons I'm structuring The Player's Club as I am. I'm also trying to save you money. Remember that the next time you see a series of posts like the above that what you're reading may be 100% an illusion.

The bottom line is: I'm NOT allowing references in The Player's Club to associate URL's. At least, not when I can screen them out.

Here's one last reason for that. Let's say I'm an associate for a press release distribution service. So I go into The Player's Club and say, "I just sent out this release and I made a million dollars. And I only sent out 100! The service I used is at: http://www.mywidgetdomain.com?id=902"

See, the person has all the motivation and incentive in the world to unfairly and unrealistically hype the results in order to generate sales. In other words, the person is lying to make money. That's bad business, bad ethics and bad karma in my book. If you have to lie to make money, then you don't belong in The Player's Club and you're not following the principles I teach my students.

Hopefully now you understand my vision and my reasons for a few simple rules:

1. Only post actual tests and results obtained. No opinions allowed! Facts only!

2. No references to associate URL's. If I catch you, you're out of the Club. No warning. Period. End of story. And if you didn't read the rules for participation, it's your own fault.

3. Participate! Don't sit on the sidelines hoping to soak up other people's experiences without posting your own. Even if you tried something and didn't work, that's valuable feedback. There is no unsuccessful test as my mentor Lew Williams says. All tests are successful because they give you feedback. IF I SEE YOU'RE LOGGING IN REGULARLY BUT NOT POSTING YOU'RE SUBJECT TO LOSING YOUR MEMBERSHIP. That's why we call it Player's Only. Get it?

If nothing else, this should force you to get in action, try things and measure results. There's a lot of value in just getting motivated to do something.

I don't care if we only have 5 people in The Player's Club. That's a million times better than 1,000 lurkers who never contribute anything or just try to hawk their own products. That's the point of The Player's Club to begin with. To give you a source for more efficient marketing strategies so you don't have to play the forum posting game all the time. Again, nothing wrong with it. But let's get beyond that. OK?

4. Read Think and Grow Rich by Napoleon Hill. Especially the chapter on The MasterMind. I can't make anyone read the book. But I think it's extremely important for understanding what the MasterMind concept is and how it works. It's a cheap paperback. And most all used bookstores have copies of it.

5. Finally, the only people I want in The Player's Club are people who actually read this product. That's the price of admittance. To prove you've read this product, send an email to: marlon1-1435@sendtheinfo.com with the words "I READ IT" in the subject line. You'll get back an email with further instructions.

Let me explain something here: I have to have something for everybody in this product. I realize that if you've been through every marketing course on the market, I can't tell you many things you don't know.

That's why I invented the For Player's Only Club. If you're pretty much already a hot-shot expert or you feel like you know and have mastery of everything I've written about in this manual -- that's terrific! Your place of value is in the Club.

That's where you can show of your expertise by reporting the results of your tests. That's where you can shine and make a contribution from others. That's where you can also learn from the tests conducted by others.

You have to understand that I have people of ALL educational levels and marketing backgrounds buy this product. I do my best to include something for everyone. If you're a PRO, then you belong in the For Player's Only Club.

What to Test and Report On

Finally, the question is, what should you test and report back on? Here are some ideas. Of course, your participation is not limited to these things. But it's a brainstorming list:

1. Test 3 different home page designs for 1 week each. Calculate your conversion percentage for each front end and report back. Tell us the percentages and why you think the best one performed as it did.

2. Test 3 different headlines one week each. Report back.

3. Run 3 different ads in an ezine. One issue each. Report back.

4. Change the bonuses, guarantee bullets or something else on your sales letter. Measure results and report back.

5. Test 10 different banners (or however many) and report back.

6. Test 3 prices for your product. Report back.

The Mechanics of Testing

If you have a front end that's working like gangbusters, you're going to reticent to change it (and rightly so). That's called your control in direct marketing lingo. What you want to do is set up a different URL for your test. If your regular home page is: higherresponse.com/home.html, you can have a /home2.html and a /home3.html. The only drawback is that people on home3 might wonder what's at home1.html.

So you can have /home.html then /whatever.html. You just change the name to something other than home. People aren't going to know it isn't your regular home page. The other thing is that people will often go back to your index page. So they go from /home3.html to simply higherresponse.com. So if you have a sales letter on your home page, it needs to be for a different product. Or don't even have a sales letter there.

Another option is to register completely separate domain names for your tests. You can do this at register.com. Let's say now that you want to test prices. What you do is run ads in 3 ezines or run 3 banner ads (or however many) and drive each ad to a different URL with a sales letter that is identical except for the price. You can do the same thing with offers, headlines, guarantees, bonuses, page designs, lead products, USP's and the like.

If you have associate software, you can also simply set up each test as though it were an associate. That way you don't have to set up different pages. It all happens on the fly. And results are tracked all the way through to the point of ordering. That's the most scientific way to test.

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The Amazing Formula
Bonus Program

Sales=(HPO+KSL/WSMS+HTM w?M+TM)xBERC

"A Short Course On The In's and Out's of Associate Programs"

If you aren't familiar with the concept of affiliate or associate programs, the idea is simple: You let other people sell your products and you pay them a commission.

Let me make this clear: The single most important reason to create your own product is so you can start your own associate program.   Period.

My formula is pretty simple -- Target a market, survey 12 product ideas, write a sales letter, create a prototype, test your letter, roll out if successful. Rolling out your product includes placing banner ads, promoting through ads and articles in ezines and, of course, starting your own associate program.

You MUST have a proven sales letter before you launch your associate program.

Associate programs are the hot, new, sexy thing online. It used to be search engines. Now it's affiliate programs. There's a lot of dirty laundry related to associate programs that has been left in the closet. Here are things you need to understand:

Fact: People have an incentive to exaggerate the amount of money you can make through associate programs if they're selling software to enable you to start your own program.

No big deal. But don't believe everything you hear.

Fact: A lot of people have unrealistic expectations of how much money they'll make if they join your program. They think that if they have 1,000 hits a month and your banner on their web site, you should make them rich. This can lead to customer service problems.

The solution is to educate people up front about what they can and can't expect from your program. Avoid creating blue-sky scenarios.

Fact: Most people who become associates never make any significant sales. As I've mentioned elsewhere, some people use the associate program as a ruse to get people to order their product. Out of 2,000 associates you'll likely have 10 to 40 who do anything significant. I'm sure there are exceptions to the rule. But exceptions don't disprove the rule. They prove it! Otherwise, it wouldn't be called an exception.

Fact: Sticking a banner on your web site isn't going to make you rich. The

people who make the most money with associate programs have email lists and they send the product offer to their list.

That's the whole reason I've dwelled on the concept of the mailing list. Once you have a big one, it can be a literal money machine, assuming the people on it view you with respect and credibility.

I'll say it again: The money is in the list. Memorize that fact and never forget it. Burn it into your brain. I have one dealer who says he makes $1,000 a week in only one day by promoting a new associate program to his list. I think this guy is going to hit it really big when he creates his own product and starts promoting it.

If you have a giant list of broke people who don't listen to you, you might as well give the lottery a shot. If you have an associate program, the best thing you can do is find people with big lists to send your offer to.

Fact: The customer service from an associate program can eat you alive if you aren't careful. It can be the lion hidden behind door number two. You better make sure you have a great tracking mechanism and a way to get checks out on time, like clockwork. You're also likely to be inundated with questions from people who are truly clueless. This is one of the prices you pay.

The alternative is to be selective about who you allow to become an associate. But I'd rather deal with problem one. You MUST have a way your associates can check on their sales real time. That's a must. Either that or you have to send them an email every time a sale is made under their ID number. You MUST have a way to automate sign ups or the detail work will drive you crazy.

Fact: Some operators of associate programs will toss out big numbers a few people made in a short time period. What they neglect to say is that the big bucks didn't continue. Yes, they made $7500 in one month when they mailed the offer to their list. But how many times can they do that?

In one case, I know about someone who made sizeable commissions for a few months. But it was because he sent out an article about the program to every ezine on the planet. That lasted a few months. After that, where are the new customers coming from?

The big advantage of associate programs is branding. You get your name out. People see your name on banner ads everywhere.

My friend Declan Dunn is the guru of associate program training. He tells me you MUST get your associates to promote your program within 2 weeks of signing up or you've lost them. So you need to have training read right off the bat. Which reminds me that I need to give you some training in how to promote The Amazing Formula . . .

How to Promote My Program

As you know, one of the benefits you get with this product as a free bonus is the right to resell it. Let me give you some tips on promoting my product.

This is the banner you can use to promote my program.

Show me the [amazing formula ▼] that sells like crazy online! [Go!]

If you'd like to recoup the $67.00 you paid for The Amazing Formula within a week or two (and possibly make much more,) here are some additional instructions for you.

It's going to give you the details on how to get started in the next 15 minutes with our reseller's program. No guarantees, mind you. But this step-by-step guide will get you up and going fast.

Let me remind you that in the big picture, I want you to create and market your OWN products. But in the meantime, promoting my product can get you started in a profitable way.

Instead of using the above banner, you can also try a straight text link:

**Show me the Amazing Formula
That Sells Products Like Crazy!**

Step One: Use the unique link as your signature file in your email program.

If you haven't set up a signature file before, just search on the word "signature" in the help file of your email program.

When you set this up, your sig line will appear at the bottom of every email you
send to friends or business associates.

For example, it could say:

Do you know The Amazing Formula?

That may be all the sig file you use. Or you could say:

Discover the Amazing Formula That Sells Products Like
Crazy.

Step Two: This is the best way to make a LOT of sales quickly.

No guarantees. But a good list can be very profitable, even if it isn't that large.

If you have an opt-in list where people have specifically requested to be on your mailing list, send out an email that tells what you thought of the product and
then gives the unique URL. Just tell your customers or prospects why you liked the program, how it compared to other programs you've purchased and why you're telling them about it.

By the way, do NOT use "safe lists." My experience is some or many of these lists aren't safe and can cause problems.

You need to use your own opt-in list. Then you can send out an email that reads
something like this:

Dear Customer,

It's crazy.

I stumbled across a very simple formula anyone can use to
sell products like crazy. If you're interested in selling
your products by the hundreds or even thousands, listen up:

I've bought a number of Internet marketing products. But
this is different. Here's what I really liked about it:

Item One: Fill in one thing you liked here. Use 1-3 lines.
Item Two: Fill in another thing you liked here. Use 1-3 lines.
Item Three: Fill in one thing you liked here. Use 1-3 lines.

To find out more about this amazing formula, click here.

Best wishes,

Your Name

Step Three: Use the unique URL when you make posts in online forums.

Of course, don't spam forums. Make intelligent posts in response to questions
asked by others and list your URL, if this abides by the rules of the forum. To
find online forums go to:
http://www.forumone.com.

Step Four: Place small ads in targeted ezines.

You can find ezines at:
http://www.ezineadsource.com.
http://www.bestezines.com

Here's another good resource:
http://www.e-zinez.com

You can try ads like these:

Do you know The Amazing Formula? Send email to: (Put your
autoresponder address here!)

Discover the amazing formula that sells products like crazy.
http://www.amazingformula.com/cgi-bin/t.cgi/XXXXXX/

Or send email to: formula@ (put your email address here)

Don't spend a lot of money on ezine ads or banner ads until you've tested
small and made sure that the place you're advertising in will make you money.
In fact, always be cautious when you spend money to buy advertising at any
time. Never risk more than you can afford to lose.

Step Five: Write your own 300-500 word article about your own experiences and submit it to 100 ezines, and all the targeted magazines and newsletters you can find.

Use a link to the unique URL in your resource box. You'll notice that most ezine publishers print a little resource box at the end of the article that gives info on the author as well as a URL or autoresponder address. Writing articles for ezines is a great way to promote products.

But you don't have to limit yourself to ezines. There are thousands of magazines you can submit press releases to also.

It's easy to write articles. Just pick a narrowly defined problem-solving topic and write about it. Or give a series of 5 or 6 problem-solving tips. If you practice, I bet you'll find you can whip out these articles in no time flat.

Your first one or two will take more time. But after you write 10 or 20, they'll get a LOT easier!

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"The little-known secret a friend of mine used to get 12,000 new ezine subscribers in only ONE week!"

I have a friend who got 12,000 new ezine subscribers in only one week. He obtained 4,000 new subscribers in only one day. The way he did it is by sending out a press release via an online press release distribution service.

The particular service he used is:

http://www.xpresspress.com

They can write the release for you for a few hundred bucks. Nothing big. Then it's several hundred to distribute your release.

There are other online press release distribution services. http://www.newsbureau.com is a popular one. Another one I received info on recently is: http://www.digitalwork.com

As with any resource I give you, I suggest you do your own research and exercise due diligence.

The PR sites above will have sample press releases you can use to pattern yours after. The formatting of releases is very simple. Nothing fancy. If you need help writing your release, you can always place a notice that you need help in The Amazing Player's Only Club classified ad section.   I'm sure we'll also have people post ads there who specialize in publicity.

In the chapter of the course on PR, I give you an outline for writing a press release. You can use that outline to promote your web site. What happened with my friend is that his story was picked up by a TV station and they announced it on TV. Naturally, you aren't going to have that good of luck every time you send out a release.

But if only one decent publication picks up your press release, you're still probably going to get click throughs at a much cheaper rate than you would through advertising. And you have the chance of getting "the big hit."

Here's an important tip: You'll notice that in the outline I give you in the product, your product is NOT the focus of the formula. It's a sideline. A news release is about NEWS….not your product! Very important.

An easy way to get free publicity is to hook into current events you hear and read about. You can even tap into one of the many online news feeds where you get the latest breaking info mainlined to you. Then, when you see a story

you can hitch on, you type up your release, fax it out or get it distributed online and you're off and rolling.

The key is to tie into a major national news story or event. And the reason you use fax or online distribution versus the mail is it's ten times faster! It's almost immediate. So you can piggyback right onto a story that just came out.

Within a few hours, your story can be out there riding on the back of the other story. Does that make sense? You want to be like an a surfer riding a giant wave. The wave is another news story. You take your story, which is your surf board, and hop right onto the big wave, the momentum. You let the momentum cause your story to succeed.

It can be easier to get free publicity than you think. I got on a local TV talk show the very first time I tried! And I was only 23. All I did was call up the local station and talk to the producer. They booked me on the spot, right over the phone!

The very first time I wrote an article and submitted it to a magazine, it was published. I think most of success is just doing something…taking action. If you do enough things, some of them will work. Then, you have to educate yourself about marketing so you have a plan of how to turn your free publicity into money.

But in short, you want to put a freebie on your web site and tell people they can get it by going there. Or you want to give your company name and city, so people can locate you by calling 1-800 information. Or you want to offer a free subscription to your ezine.

For example, let's say you sell a special kind of tear gas that is similar to the canisters used by the police. That's your product.

You watch the news for the next serial rapist on a college campus, or wherever. In fact, right now in Arlington, TX (30 minutes from where I live), there's a serial rapist terrorizing college students in that area.

So what you do is type up a press release about your unusual tear gas product. You put up a page on your web site with special self defense tips. You talk about the self protection tools and why tear gas is the best. You offer a weekly self defense tip via email.

In the press release, you talk about the local problem and give 3 or 4 solid self defense tips. You refer to the information on your web site and offer the free weekly tip via email. Then you mail or email that release to the Arlington newspapers and the college newspapers.

Or, to use the method on a broader scale, you wait until you see an article in USA today, a major magazine or TV news show about what a problem a specific type of violent crime is. You type up your release and zip it out to 1,000 media contacts. Again, you reference the information on your web site and offer a free weekly or monthly ezine, tip sheet or so forth. In the release, you reference the statistics quoted in the story you saw or read. You want to piggyback on that publicity.

Getting free publicity is a great way to promote your business. The main thing is that you have to get a news angle and promote that instead of just sending out a puff piece about your product.

Again, media contacts don't want to hear about your product. They want to hear NEWS! The one exception to that, of course, is the new products section of magazines where they review new products.

The key concept of The Amazing Player's Only Club is to test different methods and then report back the results. I encourage you to spend $200 to $400 on getting some free publicity and then report back the results. You'll spend $200-$300 for online distribution if you write the release yourself. You'll spend $400-$500 if you want someone else to write the release and distribute it for you.

Do NOT be intimidated by the thought of getting free publicity. You CAN do this! There's a saying I heard somewhere I really like. It goes like this: "You don't have to get it right. You just have to get started."

When you get started, you develop momentum. That's 90% of the battle. Just taking action and getting started. I encourage you to get started now!

Go forth and test. Then report back the fruits of your labor.

Best wishes,

Marlon

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"How to combine virtually free publicity with the formula"

One of the most under utilized methods of marketing offline and online is free publicity. I bet that you're not using it to even a fraction of its potential.

My business mentor sold literally millions of products using press releases as his primary tool. I've learned tons from him.

I also know quite a bit about publicity because of my background. I have a degree in journalism. Not many other online or offline marketing gurus have degrees in journalism and psychology as I do. I have a master's degree in psychology. That's why I can give you the psychology of sales letters in a way no one else does.

Anyway, PR can totally blow the doors off your business and your web site (in a good way). That's why I'm crafting this section. I figure that it'll motivate me to get in action and get something done. And it'll also give you a little kick in the right place.

If you have a free bonus section in your course, then you'll see a whole part there where I tell how a friend of mine snagged a whopping 12,000 new ezine subscribers in only a week with an investment of around $250.

He did that using free publicity. It's free in that if you get on TV or in the newspaper, you don't have to pay them for that coverage. It isn't free in that you have to spend money and time to write a press release and get it out.

But I'm going to prove to you beyond a doubt that you can write a press release yourself. You don't have to pay $500 to have someone else do it. I'm also going to give you a cheap source to have one written for $200 (price at the time I'm writing this).

The biggest point I want to get across about getting free publicity is that you don't want to send out a release about your product unless you're sending it to a new products section of a magazine.

In general, your press release should be about one thing and one thing only --

NEWS!

Not your product!

News is the hook. Your product rides on the power of your news

angle.

OK. Here's the formula for a press release:

1. Startling fact from credible source that highlights a problem.

See, you start off with news. A startling fact.   That's news.

2. Comment about fact from yourself.

You want to quote yourself in the press release. The second paragraph is a good place to do that.

3. Tagline with the name of your product, your company and your city. (That way readers can locate you.)

Always do this at the beginning of the release, not the end.

4. Tips to solve or avoid problem.

Give five or six bullet points.

5. Web site address for more tips.

Let me ask you this in all honesty. Is that beyond you? Is that so difficult to write? The reason I ask is, I know a few of my customers have writing phobia.

But understand, this isn't an English thesis. It's a simple one-page press release. You can get about 300 words on a page. You only have to write 300 lousy words! Now, if you can't follow a formula like that, then you can get someone else to do it who is a professional. You'll pay $200. A small price to get some terrific publicity.

Do you see how we funnel the release to the formula twice? One, in the second or third paragraph, we mention company name and city. That way, people can call information and locate you. You can also give your phone number. But you can't give the price of your product and contact information. So don't give the price of your product.

At the end, after giving the tips, we again funnel readers into our fold using the web site address. Media people love tip sheets like these. That's what they're called "tip sheets." Burn that concept into your brain.

Throw out a problem that is backed up by a convincing fact from a highly credible source. Quote yourself so you can sneak in your company and product. Give tips to solve the problem and then give a web site for additional tips.

Is that an incredible formula or what? Don't you think that if you blast out a bunch of those to media people using the online services and fax services, you could possibly get 100 or 1,000 times the coverage you could get by spending the same $250 on advertising?

Without any more instruction than what I've just given you, you could probably sit down and in one or two hours max bang out a pretty good press release. And after you've done it 10 or 20 times, how long can it take? 30 minutes? An hour?

Heck, you can put together the PR part of your formula when you're on a lunch

break! Now, there is free information on the Net about getting publicity. But the thing I've found out is a bunch of it has nothing to do with you or me. It's for giant corporations. Or it's about stuff other than publicizing your products and your web site.

Also, most all of it is very non-specific. It's generic, bland information without much punch to it.

Have you ever heard anybody give a formula like the one I gave above? It's so simple. The best part is, you AREN'T hawking a product. That's the problem with a whole bunch of the PR courses and things I've seen. They're all centered around promoting your product.

Media people don't care about your product. They care about solving their problems. So you tap right into that with this formula.

Another guy I know well is totally into PR. He builds his whole online business around it. He's amazing. He sells advertising to opt-in lists. That's how he makes money. But he builds his opt-in lists using free publicity. Right now he's getting 5,000 new people a week to join his opt-in lists using publicity that costs him only peanuts.

I have a lot of friends who sell highly respected courses about Internet marketing. But none of them cover PR. Yet, PR is one of the most effective tools you can use to promote your business.

I'm not saying their information isn't good or helpful. But I go into detail at least 100 times more than they do on ad copy writing. And they don't even cover PR.

I love technology! Is this a great world we live in or what?

The cool thing about getting free publicity is it's dirt cheap to get these things out. Did you know there are fax services that will fax out thousands of press releases for you for almost nothing.

And there are online services that will do the same. I go into these more in the free bonus section. They'll even write your press release for you inexpensively.

So see, you're out of excuses! Time to get your PR machine moving today.

I get so many rave reviews about this product that it blows my mind! Here's why: I boil things down to the simple essence. If you read the books at the bookstore on free publicity, I can almost guarantee you that you won't find a simple outline for a press release like I just gave you.

Isn't that so simple that almost anyone can follow the formula?   And instead of having to wade through chapter after chapter of b.s. and fluff, I gave it to you in one chapter. Now, you might would be more impressed if I spent 50 pages droning on and on about press conferences and other crap you'll never do.

But I don't play that game. I about RESULTS. I give you what you need to get results. And what you need to know is really, really simple. Write about news and current events and tie your product to it in some way.   If you weave in tips, it's all the better because media sources love problem-solving info.

Here are several good PR resources:

http://www.mediapost.com

http://www.ozemedia.com/media.htm

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The Amazing Formula

Bonus Program

Sales = (HPO + KSL/WSMS + HTM w?M + TM)xBERC

"Here is info on the incredible software that can double your direct mail sales and profits!"

(Plus, how it can also work for you bigtime in Internet Marketing)

I have a friend who is a direct mail wizard. He knows the mathematics and numbers of direct mail better than anyone I've ever met.

He developed the most ingenious software program that literally can double your sales and profits. I know that probably sounds like I've missed way too much sleep and am hyping this to death, but I promise you it's true. And when you try out his software, you can prove that statement to yourself.

In fact, once I explain the logic of it to you, you'll immediately see the genius behind his software. This is such an amazing secret, I hate to give it away to my competitors who bought this product!

Here's how the program achieves this result:

It eliminates 50% to 80% of the people on a list not likely to buy from you!

The list you promote your offers to is the single most important element of your success. Remember our motto? The money is in THE LIST! A weak offer to a strong list will outperform a great offer to a crummy list.

You've probably also heard the 80/20 rule (Pareto's principle) before: That 80% of your sales will come from 20% of your prospects. But has anyone ever told you how to find that 20%?   Not until now. In marketing, you want to spend a LOT more time focusing on your list, and pinpointing who you're selling to, making sure you reach the right prospects, than you do creating your promotion.

Being a copywriter, that is, a person who writes sales letters, that's hard for me to say. But it's true.

The software is called Response Doubler™. What it does is analyze customers and prospect databases (lists of names) by identifying the discretionary income of each person or company on a list and assigns them to one of ten Segments or quadrants. The 10% wealthiest folks in the country are assigned to Segment One. The next 10% wealthiest are assigned to Segment Two and so forth. Each segment obviously represents 10% of the population.

One Segment is called Business Zip Codes. It identifies industrial areas and P.O. Boxes for large companies.

Now, let me define the big word "DISCRETIONARY INCOME." That's a mouthful to say. But what it means is this: The amount of money a person or company has leftover after meeting all short term financial obligations. Basically, it's a measure of how much money those folks have to spend on your product!

The killer thing is that all this is programmed into the software. All you do is punch a few buttons and the rest happens automatically! There are several ways to use it. Here's one of the easiest:

1. Run your customer list through Response Doubler™. You'll immediately see that 80% of your customers come from only several of the 10 quadrants.

2. When you go to "rent" a mailing list, that is, pay a fee for the right to send your promotion to a list of names one time, you want to rent ONLY the names that match your those primo quadrants. That way, you don't send mail to the quadrants where people probably won't buy from you!

This is all easy to do. A diskette comes with Response Doubler™. All you do is give that diskette to the list broker and say, "I want only the names in quadrants 2, 3 and 4.

3. When you're testing a mailing list, you only test a sample from your single best quadrant. If that doesn't work, then the lesser quadrants surely will fail.

<p align="center"><strong style="color:red">How to Use This With Internet Marketing
(A simple 3-step system)</p>

I have a friend who developed a fantastic way to use this problem with Internet marketing.

Step One: She generated leads from her web site. You punch in the zip code of the person requesting more information. This takes only a split second in the software.

Step Two: You immediately know the quadrant of the prospect. If it's a high-probability quadrant, you send info by email, mail and follow up with a phone call.

Step Three: If it isn't, then you only email information. See how you just focused your marketing incredibly and zoomed right in on the 20% of the people who buy 80% of the products?

Here is what this software will do for you. I'm quoting from the user guide that comes with the software:

1. By analyzing customers and then targeting only prospects in the highest response discretionary income segments, you will receive response rates 200% to 300% higher.

2. If you analyze prospects and buyers, and then compare their closing ratios by Segment, you will typically identify segments that receive 200% higher closing ratios. (A quick and easy way to double your sales.)

3. It will allow you to mail 1,000 pieces to an outside list and receive the same

response you previously would have received by mailing 3,000 to 4,000 pieces to the whole list.

4. It will reduce your cost-per-order by as much as 75%.

5. It will allow you to revive products that previously failed to generate adequate profits. You can do this for your own products, or license/buy failed products of others and turn them into profit-makers.

I have negotiated a special deal on this software for you. To receive the info regarding the Response Doubler™ software, you will first need to have the free Adobe Acrobat Reader installed on your system, which can be obtained from here:
http://www.adobe.com/products/acrobat/readstep2.html

Once you have the Adobe Acrobat Reader installed on your computer, click this link to access the Response Doubler™ .PDF document:
http://www.higherresponse.com/responsedoubler.pdf

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The Amazing Formula
Bonus Program

Sales=(HPO+KSL/WSMS+HTM w?M+TM)xBERC

"Secrets of 1.5% to 23% click through banner ads -- revealed!"

As I said in the ad for this, in a recent campaign, I got as high as 23% click through on my banner ads. Average was in that 8%-10% range, depending on the ad and the category. That result is exceptional and it may have been due partly to the time of the year or other factors.

My friend Scott who I'll tell you about in a minute guarantees 1.5%. I think he could guarantee 4% IF (and that's a big if) people had targeted offers to targeted markets the way I teach. But Scott tells me he gets a lot of clients who simply don't have targeted offers and markets.   For them, he's going out on a limb to guarantee 1.5%.

Now, here's one of the biggest secrets. The conventional wisdom is wrong. Animation in banners doesn't result in the big click throughs. Maybe it did awhile back but not now. Why? Because it causes the banners to load slower.

And that isn't a good thing. In fact, the faster your banner loads, the more clicks. I think the way to make money with banner ads is to do what everybody else isn't! Do the exact opposite.   Here's an example . . .

OK. I promised you the big secret. Here it is:

Fast Loading Gimmick Banners

I give you two examples on this page. One from Scott and one from me. I want to fulfill every promise I made you in the sales letter. I promised to reveal this secret to you. I just told you the secret.

If everybody starts using these banners, then the method won't work anymore. You'll have to find another way to zig when everybody else zags.

But I'm giving you two examples of these banner ads. Plus, I'm going to offer to set you up with my connection.

This is the info from my friend Scott who is the guru of killer, high-clickthrough banner ads.

World's Best Banner Ads

Custom-Made For You, And ...
I GUARANTEE A 1.5% Click-Through Rate!
(That's 3 Times Today's Industry Average)

ALERT!: "Throughout May (1998), users clicked on roughly 1 percent of the ads displayed Webwide, according to NetRatings Inc. (www.netratings.com). By the final week of October (1998), that click-through rate had declined to one-half of 1 percent, according to NetRatings."

But Wait ... There's Good News!
I'm A Master Banner Ad Creator And Now I'm
Offering My Services To The Public!!

I charge more than almost anybody else and it's darn well worth it.

You can pay for good banners and maximize the performance of your advertising dollars. Or you can spend your money on advertising with lousy banners and then pay the price of getting bad click-through rates.

A lot of "Internet marketing gurus" can tell you a lot of great ways to sell anything on the Internet, but I don't know of any way to consistently turn $1 into $5 or $10 (or more) whenever I want to, than by using banner ads.

"Scott, your clickthroughs on banners were Briefing's highest for the month of November. Other advertisers would do almost anything to get their cost-per- click down to levels anywhere near to what you have achieved. Congratulations on coming up with dynamite creative."
- Cass Rhymes
- Briefing.com

"You rock!"
- Kimberly
- SmartClicks.com

If you ARE going to be spending money to sell ANYTHING online, **it DOESN'T make sense to do it half-cocked!** Money is money; **if you spend it on unproven advertising methods, you've just wasted your time and money**. If you go with somebody cheap, you have NOT saved money!

I charge $1000 for seven banners. You can test these banners against each other. If I make a banner for you which doesn't get at least a 1.5% click-through rate (four times the current industry average according to NetRatings), **I'll make you another banner for FREE** to replace it (maximum 2 replacements per banner). This is a performance guarantee, not a money-back guarantee.

As you'll see below I design banners that totally blow away what the industry "norm" is supposed to be. **I know how to push peoples' buttons and make them click banners, despite the continuing downward spiral of banner advertising campaigns in general!** (The 1.5% guarantee does not apply if you place the banners on sites or networks which are not properly targeted. **I can help you find**

the right sites/networks to place your banners on.)

Take a look at these stats which I've achieved with my own banners, and remember that the current industry average click-through rate is **just 1/2%** ...

Here are my amazing 5%+ click-through results at StockBanners.com ...

Banner # 1

(2nd - 4th banners not shown, to protect propietary banner design concepts)

I could show | Homer Simpson ▼ | how to trade stocks. | Go!

Number Viewed:	29,873
Number Clicked:	1,674
Click-Thru Percentage:	5.6%

Banner # 2

Number Viewed:	29,788
Number Clicked:	1,729
Click-Thru Percentage:	5.8%

Banner # 3

Number Viewed:	30,148
Number Clicked:	1,633
Click-Thru Percentage:	5.4%

Banner # 4

Number Viewed:	29,400
Number Clicked:	1,592
Click-Thru Percentage:	5.4%

Here are the industry-shattering results from Briefing.com ...

Campaign summary report* for Superior Information 11-13-98

12/24/98 **Results For Banner Ads On Briefing.com**

Nov - Dec98 Banners

URL:	http://www.successinformation.	
Banners/Creative:	2	**4.06% !!!**
Total Impressions:	25,007	
Total Click Throughs:	1,016	**Overall Click Rate:** 4.06
Total Transactions:	0	**Overall Transaction Rate:** 0.00
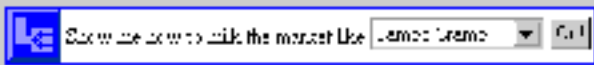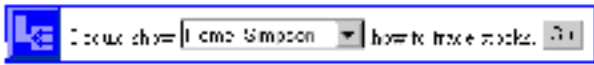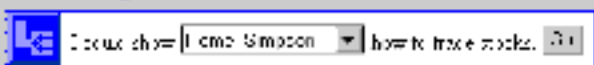
Here's how we did at LinkExpress ...

Location: http://store.linkexchange.com/cgi-bin/summary

LinkExpress Banner Advertising Results

Campaign Summary for Jack Carter with Sup...
Once we have processed your order, your campaign title will appear.

Campaign To submit banner, view or modify details, click on a campaign title below.	Ad Views Purchased	Click-thru Percentage
Insider Expert Reveals Secrets to Trading Stocks	14093	3.90%
LinkExchange **Insider Expert Reveals Secrets to Trading Stocks**	10000	4.21%
YAHOO! **Insider Expert Reveals Secrets to Trading Stocks**	14000	4.81%

Extra Charges If You Need ...

- custom-made web pages hosted on my domain, in which visitors are strongly encouraged to give you their email address before proceeding to your home page (a great way to combine the power of banner advertising with the power of creating an opt-in email list
- copywriting assistance, etc.

Now You Have A Choice To Make:

- use a "graphic artist" to help you advertise online (??!!?!?!???!!!)
- follow the advice of someone who ISN'T using banner advertising to generate sales of $40,000+ per month online (like I am)
- do it yourself through trial and error (good if you have lots of spare time and money to use up)
- ignore banner advertising, and still hope to make money online using more costly, limited and random efforts like newsgroup or ezine advertising, dangerous and illegal spamming, etc.
- **use me - get more clicks on your banners, make more money from your website and benefit from my experience with free phone consultation with purchase.**

To buy your kit of 7 banner ads for $1,000
just send your name to order@higherresponse.com

In the subject line, put the words: BANNER AD PURCHASE

Note to buyers of The Big Course: If you buy the big course, I'll set you up where you can get 3 banners from Scott for only $500.   Plus, you'll get a special in-depth report on Scott's banner methods that is worth $97.00.

More about these banner ads

Now gimmick banners do have an element of trickery in them. Sometimes, for example, it looks like you're clicking on a drop down box. But you aren't. You're really just clicking on a banner.

I'm sure 5 or 10 years from now a government agency for the protection of poor consumers who aren't smart enough to figure it out will come in and make these banners illegal.

But how stupid are people online? Actually they're pretty darned sophisticated. And by now most people online have clicked on several of these trick banners and they know what the game is.

So why do they work? Because they get attention not because they fool people. That's my theory. In other words, at first glance you think the drop down box is a menu on the web page. That causes you to look at it. Then you realize that it's a banner ad. But by that time you've read the banner and decided you're interested in the information.

I think the real trick is to get people to read your banner. Now people who have no clue what they're saying will tell you that these banners get low conversion ratios

because people are "duped" into clicking on them and then when they get to your web site, they're hacked off and they'll never order anything. Plus they'll think you're a liar and cheater and not believe anything you say.

Total hogwash! I've already explained my theory. Listen, people online can be duped once but not twice. Honestly, are you not smart enough to recognize that a trick banner is still a banner. It's extremely obvious when you give it more than a cursory glance.

Here's an example of a gimmick banner I use. Go to:
http://www.higherresponse.com/amazing2.htm

Scott typically pays $10 per thousand impressions. That's his formula. But I show you how a friend of mine buys impressions in bulk for as little as $1 per 1,000. That's not a lie, exaggeration or hype. It's the gospel truth. I talk more about his story in the section on people I know making millions.

The coolest thing about his banner method is that once you learn it, you can create banners in literally 30 seconds to one minute. You don't have to pay $500 or $1,000 to some hotshot who is going to create this whizbang banner that gets 2% click throughs.

People in the industry are probably going to think I'm lying about this. His click through rate is 15.4% above the industry average. That sounds unbelievable but it's a fact.

"Throughout May (1998), users clicked on roughly 1 percent of the ads displayed Webwide, according to NetRatings Inc. http://www.netratings.com. By the final week of October (1998), that click-through rate had declined to one-half of 1 percent, according to NetRatings."

Let me say this: I'm not promising nor representing that you'll duplicate my friend's click throughs or my own. I don't know what you'll do. That depends on your product, your market, and how well you apply his simple formula.

But I feel totally confident that you'll trounce any prior click through averages you've experienced using his method. That's what I can say without hesitation.

And once you do that, it has the potential or possibility to make banner advertising extremely profitable where it wasn't before.

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