

# The Confidential 6 Million Dollar Marketing Report

**Your Key To Boosting Your Sales from  
17% to 300% Or More**

**By Richard Payne**

This Special Report sells nationwide for \$37.00. But you are receiving this Report as a free gift.

Why?

I look at it this way: even if you only make a few thousand dollars extra with the strategy in this Report you'll be interested enough to see my many other proven sales boosting techniques, strategies, and opportunities.

You should also know that this single technique alone has proven itself in the real world and made many millions of dollars for the companies that have used it. An initial sales boost of 17% to 37% within 30 to 45 days are common and with 6 months of continued use you should easily see a 300% increase in sales!

This technique works for any type of business: retail, direct mail, the Internet, and regardless if you're offering a service or a physical product. It works great for shoestring startups to corporations with annual sales in the millions. And the only cost to get started is some paper and ink or your printer's charges. It's my hope you will use this technique to discover how effortlessly it pulls in extra cash for you.

Information on a my personal marketing services for larger companies follows and a special marketing course and quick start business opportunity are described in the back of this Report. Look them over as soon as you can. You'll soon discover how several other savvy business owners are making money hand-over-fist despite the recession.

Feel free to give a copy of this Report to your friends, business associates or anyone you think it may help.

This and many other simple, but powerful, proven, low-cost techniques are available to help you instantly boost your sales just as they have for hundreds of other businesses.

Before you get started with the Report, just a quick note for the larger companies. . .

If you currently operate a business with annual sales of one million dollars or more I'd like to introduce a unique marketing strategy that can easily increase your bottom line profits by 30% or more.

I realize this may sound like just another vendor's inflated claim. However, as a Certified Marketing Specialist, clients of the certification group I belong to have found that this strategy, although very simple, produces exceptional results. Here are a few examples of what I'm talking about:

Example 1: "Just wanted to let you know that my April numbers continue to extend the trend from previous months. My year-to-date sales set a 25 year record and the total increase for that period is 500% greater than last year."

-- Jim Johnson, President, Business Bridges

Example 2: "Your strategies increased my profits by 65% on one project, by an extraordinary 714% on a second project, and will add millions to my bottom line profits on yet a third project."

-- Pamela Yellen, President, Prospecting and Marketing Institute

Example 3: "Your techniques are powerful and different than other marketing experts' approaches. When you told me you had a strategy that could produce response as high as 70%, I have to admit I was skeptical. But once I tested it, it worked even better for me than you said it would - generating a perfect 100% response rate. And it's continued to work every time I've used it. The payoff from your techniques quickly offsets the investment to work with you, so using your services puts me in a 'better than free' position."

-- Dr. Charles DeBettignies, CEO, Gainsharing, Inc.

I'm confident that this strategy can produce similar results for your business. Most importantly, you should know that the use of this unique strategy is only available to a limited number of companies at this time.

Because I work with your company individually to ensure that you get the best results possible, I can only service a limited number of clients at any given time. The handful of companies that implement this strategy will gain an incomparable competitive advantage.

If I could have a few minutes to give you more details on how this strategy works, I know you won't be disappointed. Because of its unique nature, I can't really do it justice by describing the strategy in a letter. But I promise the short time it takes to fill you in on the details will be well worth your time.

Feel free to call me at 505-281-4947 between 10am and 2pm Mountain time or send me an email at: rp\_007 at MSN DOT COM

Sincerely,

Richard Payne  
Performance Advertising  
Suite 300  
13170 B Central Ave. SE  
Albuquerque, NM 87123

In the sales offer you received about The Confidential \$6 Million Dollar Report I stated that this marketing technique would boost the sales in your business by 17% to 37% within 25/45 days, and it will. But, the part I didn't tell you, for fear that you wouldn't believe me, is that this marketing technique will blow the lid off your past sales marks if you use it! In fact, after using this technique for three to six months, your sales volume could be up 300% or more from its current level. This technique is responsible for earning its creator millions of dollars per year, starting from scratch! He has since retired at the ripe old age of 38, a very comfortable multimillionaire.

Now you may not have an interest in earning those dollar amounts, and that's ok. Perhaps you just want your business to generate an extra \$500 or \$1000 per week, that's fine. It will do that for you easily. The point I'm trying to make is that it will work for any type or size of business and allow you to increase your sales to whatever level you feel comfortable with, if you use it.

This marketing technique uses a special letter and coupon that can be emailed, mailed or offered to your clients/customers at your place of business or both.

The letter offers them a valuable free gift, cash or discount for every new customer that they send to you. And it offers the "new" referred customer/client an incentive to try your product or service. And you can continue the process for as long as you want to reach any level of sales volume that you feel comfortable with.

When you offer your current client/customer the opportunity to receive something free or at a discount on their next purchase, for each client/customer they refer to you, (that buys from you), they will send you dozens of new customers/clients.

The following offers are listed in their order of being the most effective.

1. Something free works best.
2. Then cash back, and this is a toss-up between free, above (you should test both for your particular market/offer).
3. Money off their next purchase, i.e.: \$5, \$10 off, etc.
4. Buy-one-get-one-free.
5. Buy-one-get-the-other at 1/2 price, or 50% off their next purchase.

Your customer gets one of the above (or whatever that you decide) for each customer/client that he/she brings to your business that makes a purchase. Now this same marketing technique is used on your “new” customers, to in-turn do the same. This is why it has, what I call the “snowball effect,” it just continues to grow exponentially from this point forward.

This same technique can be used for online sales. After your customer has placed an order, you would typically send them to a “Thank You” page. Rather than have the basic Thank You page, simply include your special offer on the Thank You page, and request the names and email addresses of three or more friends, or business associates. I.E.: You could offer them a 20% off coupon on their next purchase for supplying 3 leads, etc. (or any offer you decide to use). Have your webmaster create 3 or more spaces for their full name and email address, and be sure to have your webmaster set it up so they see the name of the person that referred them in the email they will receive with your offer. A double optin and a name the lead recognizes will eliminate any spam issues. If your product/service can support the cost, I suggest offering these new leads a 10% off coupon for buying within a certain timeframe, i.e.: 7 days if you sell a product with a longer timeframe if you offer a service.

To begin using this technique, you must decide what it is that you are going to offer. Either cash back, or some form of discount on their next purchase from you, etc. You should make the offer generous, but of course profitable, even if it’s only marginally profitable to you. Your goal should be to think in terms of backend sales and the lifetime value of each customer.

When deciding what your offer will be, just remember to consider that you really have very little advertising cost when using this method, so make your offer as generous as possible. You may even want to consider how many customers your typical advertising brings in to your business and your cost to obtain a new customer. And be sure to calculate the amount of money each customer is worth to you in sales each year and how many years your customer remains a customer. The point is, decide how much money in advertising/marketing that it is now costing you to bring in a new customer and offer these cost savings in your coupon to make the most attractive offer possible, but still earn a small profit, or just breakeven. This is not the time to be chintzy, but don’t go overboard. Remember, 95% of the hurdle is to just get someone to do business with you. Once they begin doing business with you, they will continue to do business with you, as long as you’re

offering a quality product or service. And you are right? Of course you are, so let's start building your business!

Your only cost involved is designing the letter and coupon and printing, if you're handing them out at your place of business. Your only additional cost would be for mailing the letter with the coupons to your customer/client list. You do keep a database of your customers/clients don't you? If not, you should start one before beginning this marketing technique because you'll have each customer's or client's name listed on the coupon. You will then be able to mail your customer/client list information on any new offers you make available in the future.

If you need an easy to use Windows compatible database with a complete and fully integrated office suite, you may want to consider downloading this FREE office suite at: <http://www.sun.com/software/star/staroffice/index.jsp>

You can take the copy of the enclosed letter and coupon to your local printer to have them set it up with your information, or do it yourself.

As mentioned earlier, you can email, mail the letter or hand your client/customer the letter at your place of business. With each letter you deliver or hand out to your client/customer you should include at least 3 coupons (when using Offer "B" on Page 9). Note: Obviously, if emailing you could have them printout or forward as many as they want. If this is the case, be sure to tell them that in your email.

This marketing technique works best when you consider the "lifetime value" of each client/customer. You will make a few dollars on each new customer, but the really big money is made when each of these new customers' or clients' returns to buy from you again and again and all the while bringing in additional new customers or clients to you. Once a new customer/client is familiar with your business and likes dealing with you, 90% or more will just continue patronizing your business, rather than your competitor.

It is at this point that you can begin dominating your market segment and actually put a competitor out of business. But just be sure you are capable of handling this new high volume of business. Seriously, too much success (growing too big), too quickly, has put many a good business on the ropes. The main reasons being: poor customer service or not being able to offer the product/service

advertised, i.e.: running out of product, not enough help to handle customer/clients questions or complaints. Or an inability to take orders quickly and efficiently or running out of product, because of not reordering soon enough. So you must use good common sense with an understanding of the percentage of growth rate that you can handle within certain time frames. This will give you the opportunity to predict when you will need to hire new help or increase product orders from suppliers, etc.

When you're ready to insert your information on to the letter and coupon, I would advise not making any major changes to the letter, other than adding your personal/business information and your offer. This letter and coupon have been tested and revised in the "real world" at a cost of over \$352,000 and has made the originator nearly seven million dollars over a six year period. Don't mess with perfection!

This marketing technique is a workhorse that will drive new business to you without wasting your time with phone calls, paying for costly advertising, etc. It will give you massive word of mouth advertising, the best form of advertising there is, at a ridiculously low cost.

If your customers/clients like your product/service they will gladly collect the free gift (or whatever your offer is) by giving your coupon to their friends and relatives. That is why this marketing technique can easily boost your sales by 17% to 37% in just a short 25-45 days and grow tremendously from that point on. I like to think of this technique as a snowball careening down a mountain and growing ever bigger and bigger. Many businesses using this technique have had results of a 300% boost in sales and it can continue to grow exponentially from there!

A copy of the letter and the coupon are on the following pages. If you have a retail store you should hand the letter and coupons to your "Current Customer," and have the "New Customer" hand the completed coupon to you when they visit your store. Several examples are given, use one or feel free to combine them in any way that you want, but again I suggest not to make any major changes to the "Letter," other than adding your information and using the word "client," or "customer," or the product/service you offer. The first letter can be used for mail order operations.

# I Want To Send You A Valuable FREE Gift!

Dear Friend,

**I want to send you a free gift! One that will immediately put money in your pocket!**

But first, let me say thank you for being such a good client of mine. Because you are a good client, I have a very special FREE gift for you.

You see, like every successful business owner, I want more clients. As you know, we offer top quality business information.

This is why I've attached a coupon to this letter. Complete a coupon with your friends, neighbors, associates, and co-workers information. Send the completed coupon to me, and I will send them my sales information. For every friend (who is not an existing client) who orders one of my products or services, **I'll send you \$10.00 in cash!**

This is just like putting money in your pocket!

The more people you refer to me who are not already existing customers, the more free money I'll give you. It's that simple.

But there is one "catch." You **MUST** fill in the line at the bottom of the coupon where it says "Current Client," with your information. This way, I'll know where to send your cash.

Once again, thanks for being my client! My staff and I really appreciate your business!

Sincerely yours,

Richard Payne

**PS** Remember, the more people you refer the more FREE cash you will receive. Just be sure to fill out your name and address, clearly, on the bottom of each coupon, where it says "Current Client," so that I know where to send your cash. To make sure you remember, why don't you write your name and address on the line that says "Current Client" at the bottom of the coupon right now.



# Earn \$10 on every client you send me when they place an order!

Note: The coupon below is a sample offer. Feel free to use it as a template for your offer, and remove this line.

When the person you recommend orders any product or service from me, you will receive \$10! You can recommend 1 or 1000 people it doesn't matter how many. When they buy one of my products or services you'll receive \$10 in cold hard cash! Just complete the coupon, as outlined, (copies are fine) and mail it to me, and I'll send them out my sales information. I'll know that you recommended them to me, and send you the \$10 when they order. If you have any questions just call, or FAX me.

## Now You Can Make \$10 Every Time You Send Me A New Referral That Buys One Of My Products or Services!

I am willing to help you earn some extra cash, dear friend, by giving you \$10 for every new referral that you send me when they purchase any one of my products or services! Many of my clients say that my business products and services are the best of their kind in the world.

Our clients keep telling us, "I've purchased products from several of your competitors before I found you. I continue to use you now because you deliver excellent value. Compared to others, you always leave me feeling like I got what I paid for . . .or more. I like that feeling."

I am so sure that your customers or friends will love our products, and I think they'll really appreciate the fact that you're trying to help them too, that I am willing to prove it to you by paying you \$10 for your efforts.

This special offer is good for brand new, 1<sup>st</sup> time customers. Just mail this coupon to me and please enter your name and address on the line that says "Current Client" below with the information about your referral(s) on the "New Client" line. This way, I will make sure you get your \$10. I am looking forward to welcoming your referral(s) to our large and growing family of satisfied clients, and sending you your cash!

---

New Client (clearly print)	First Name	Last Name	Street Address	City, State, Zip
----------------------------	------------	-----------	----------------	------------------

---

New Client (clearly print)	First Name	Last Name	Street Address	City, State, Zip
----------------------------	------------	-----------	----------------	------------------

---

New Client (clearly print)	First Name	Last Name	Street Address	City, State, Zip
----------------------------	------------	-----------	----------------	------------------

---

New Client (clearly print)	First Name	Last Name	Street Address	City, State, Zip
----------------------------	------------	-----------	----------------	------------------

---

New Client (clearly print)	First Name	Last Name	Street Address	City, State, Zip
----------------------------	------------	-----------	----------------	------------------

---

<b>Current Client</b> (clearly print)	Your First Name	Last Name	Street Address	City, State, Zip
---------------------------------------	-----------------	-----------	----------------	------------------

Note: We reserve the right to cancel this offer at any time. First come first served. Mail or Fax this completed coupon to Richard Payne, 13170-B Central Ave. SE, Suite 300, Albuquerque, NM 87123. Phone: 505-888-1597 I will send them my product information immediately, and send you \$10 immediately when they order any one of my products or services!

(Offer B)

The following letter and coupon lends itself more to retail or service businesses.

# I Want To Send You A Valuable FREE Gift!

Dear Friend,

**I want to send you a free gift! One that will immediately put money in your pocket!**

But first, let me say thank-you for being such a good customer of mine. Because you are a good customer, I have a very special FREE gift for you.

You see, like every successful business owner, I want more customers. As you know, we offer top quality **(insert the product or service you offer here)**.

This is why I've attached 5 coupons to this letter. Give these coupons to your friends, neighbors, and co-workers. For every friend (who is not an existing customer) who brings me this coupon and uses my business, I'll send you a gift certificate for FREE **(enter product or service here)**.

This is just like putting money in your pocket!

The more people you refer to me who are not already existing customers, the more free **(enter product, service, or deal here)** I'll give you, and the more money you'll save. It's that simple.

But there is one "catch." You MUST fill in only the line at the bottom of the coupon where it says "Current Customer." This way, I'll know where to send your free gift certificate for **(enter name of product, service, and your offer, free, 2 for 1, etc.)**.

Once again, thanks for being my customer! My staff and I really appreciate your business!

Sincerely yours,

**(Signed)**

**(print owner or manager name here)** of **(Business)**

PS Remember, the more people you refer, the more FREE **(product, service, deal, or % off)** you will receive. Just be sure to fill out your name and address, clearly, on the bottom of each coupon, where it says "Current Customer," so that I know where to send your free gift certificate **(for cash, product, % off, etc.)**. To make sure you remember, why don't you write your name and address on the line that says "Current Customer" at the bottom of the coupon right now.

Your business, your address, city state, zip – Phone: 000-000-0000

## Buy 1, Get 1 (add your product, service, deal here) FREE!

I am willing to earn your business, dear friend, by giving you a FREE sample of what many of my customers say is the best of it's kind in town.

Our customers keep telling us, "I've visited several of your competitors before I found you. I continue to use you now because you deliver excellent value. Compared to others, you always leave me feeling like I got what I paid for . . .or more. I like that feeling."

I am so sure that you to will love our **(work, product)**, and come back to us time and time again, that I am making you the following special offer:

Buy 1 **(item, service)**, and get a second **(item, service)** of equal value—For FREE!

This special offer is good for brand new, 1<sup>st</sup> time customers. Also, please enter your name and address on the line that says "New Customer" below. This way, we can notify you of any future specials like this. I'm looking forward to welcoming you to our large and growing family of satisfied customers, after we've proven ourselves to you with this special offer

### Your Business Name and Address, City, State

**1 per person. Expires: (insert expiration date here). Valid for new customers only!**

New Customer (clearly print)	First Name	Last Name	Street Address	City, State, Zip
New Customer (clearly print)	First Name	Last Name	Street Address	City, State, Zip
New Customer (clearly print)	First Name	Last Name	Street Address	City, State, Zip
New Customer (clearly print)	First Name	Last Name	Street Address	City, State, Zip
Current Customer (clearly print)	First Name	Last Name	Street Address	City, State, Zip

Your Business Name, Address and Phone Number

-----

After you get a referral sent to you from a "current customer" you can then send the "current customer" a letter/gift certificate that offers them the free gift, or cash you promised them. You can use the following letter as is, or make up your own. For best results have the above coupon printed on yellow paper using black ink. Depending upon the amount of information you require in your coupon you can print 2 or 3 coupons per 8 ½ x 11" sheet. Your printer can than cut the sheet in half or thirds. And when you send your current and future customers their gift, cash or cash off, etc. be sure to include several additional coupons.

If you need a fast reliable printer you should contact Martha at Rapid Print, USA, Inc., Suite 300, 3167 San Mateo NE, Albuquerque, NM 87110 – Phone: 505-281-7577. I've been sending all my printing needs to Rapid for over 10 years and I can highly recommend them.

## **Gift Certificate For FREE (enter name of product or service)**

Dear friend,

Thank you very much for sending your referral to us. One of your friends just gave us a coupon that came from you.

We really appreciate you! You have taken your valuable time and told others about our **(products or services)**.

In return, please accept this gift certificate . . .

That Will Save You Money!

By the way, for each friend you send us who presents a coupon with your name and address on it, we will send you a valuable gift certificate, just like this one. (Just make sure your friends give us the coupon, and that the coupons have YOUR name and address on the bottom, where it says "Current Customer." If they don't give us the coupons with your name and address neatly printed, we have no way of knowing who referred that customer to us).

This gift certificate is good for 1 Free **(enter product, service here)**.

Once again, THANKS!

Keep referring friends, so that I can keep sending you these gift certificates that will save you money!

Take care,

**(Enter name of Business Owner)**

Well there you have it. This simple, but powerful low-cost marketing technique has been responsible for earning the originator nearly seven million dollars in five years! Don't underestimate the power of this marketing technique. Put it to work for your business to begin generating more cash in your business, today.

What follows are several additional offers you should take a serious look at if you're interested in generating additional cash or what to start a proven cash generator, either on the side or full time:

# **“Millionaire businessman wants to give you \$17,397 of priceless, never-before-revealed moneymaking secrets and set you up in a fully operational business—with a recurring income, starting today—For One Dollar”**

**No Face To Face Selling—No Talking To Anyone!—No MLM**

This is a real business designed by me and several other millionaire businessmen that are willing to take you under our wing and set you up in an astonishingly easy, ready-to-go cash-generating business. No waiting, no learning curve. If you can send an email you can slide in and start generating an instant recurring monthly income.

Our business is currently raking in over \$350,000/mo and we want to skyrocket that amount to \$1 million/mo and now you can join us and lock-in your share of these explosive recurring monthly profits—but you must respond immediately as this offer will expire once the 250 slots are filled!

And if you decide to test the waters for a buck today you will be given over \$17,397 of priceless, never-before-revealed marketing secrets and the right to use the same \$15,000 sales offer I'm using that's pulling in new members like steel to an electromagnet!

It's all designed to unlock the door to a true automatic recurring high monthly income for you. Plus, if you hurry you can also get my personal contact information—for free consultations with me whenever you need answers—every step of the way. And 1-year of free updates to help you keep the money rolling in.

**From: Richard Payne, 7:47am—Albuquerque, NM 87123 – Phone: 505-888-1597**

**Good Morning,**

Listen, I know you probably receive dozens of business opportunity offers every week. And most of them are pure phony baloney. Am I right? Well consider yourself lucky—why? Because if you give me just 5 minutes of your time, a light will come on, and you'll suddenly realize for the first time in your life that you've finally struck financial gold—I guarantee it!

You're going to discover how easy it is to offer a business membership for \$1 that continuously pumps out a \$10 monthly income to you. If you bring in just ten members a week (I'll show how you can easily do this) your annual recurring monthly income would be \$4,800/mo. Bring in 1 or 2 Whales (more about this later) and your monthly recurring income could instantly double or triple the above amount!

And your members will stick around—here's why. . . Each month your members (and you) receive a new and complete business-in-a-box profit machine, **designed by a millionaire**, they (and you) can make even more money with, either by operating this new opportunity or offering it to others. Each monthly business-in-a-box is worth at least 10 times their monthly membership fee, not to mention the extra money they (and you) will make with each new monthly business opportunity. And this is **ON TOP** of your recurring monthly

membership income!

If making thousands of dollars a month the easy way with non-stop recurring cash being pumped into your bank account interests you, jump on the Internet and go to: [www.Instant-Business-Profits.com](http://www.Instant-Business-Profits.com) Sign up for a risk-free test-drive for a buck. This will instantly unlock the door to your financial independence, because immediately after you've signed up, your **\$17,397 High-Speed-Cash Marketing** package will be emailed to you.

Then come back and finish reading this letter—because you're going to discover how to kick some serious butt using my sales offer and highly confidential marketing information to make the kind of money most people can only dream about.

Okay, so you've read over the information on my website, and signed up for a buck. Now you're ready to kick your business into high gear. And I'm ready and willing to help you achieve your financial goals by **giving** you the confidential marketing information you must have to make this happen—lightning fast.

## How You Can Basically Steal This Information Today

I want you to have all these cutting edge tools so you can start making money **THE SAME DAY** you sign up. So the minute I receive an email notification that you're a member you'll get The **High-Speed-Cash Marketing Manual** that normally sells for \$97.00—FREE! So be sure to keep an eye on your email because immediately after you've signed up you can also expect to receive the following:

- Your copy of and the Rights to use my **offline** copyrighted sales offer workhorse, that's pulling in dozens of new cash paying members each week. Any copywriter worth his or her salt would charge a minimum of \$15,000 for my sales offer—you get the Marketing Rights to use it free with your membership.
- The confidential source I use, and the only one you'll ever need—to pull in as many as 15 to 47 **PAID** members a week each time you use them with my sales offer mentioned above—just like I'm doing!
- How to locate and submit your membership offer to the millions of moderately successful website owners with customer lists of 3,000 to 10,000 and have them jumping all over themselves to promote your \$1 Membership offer to their list—on a commission basis—you'll never pay a dime upfront.
- Plus I'll show you how to **hook the Whales** (websites with huge customer lists of 50,000 to 500,000 or more). Heck, if only 1% of their customers sign up (we've gotten a 3 to 6% sign up rate) for \$1 you'd instantly have a steady \$5,000 to \$50,000 recurring **monthly** income! If that doesn't get you excited, you'd better read that again. Why? Because hundreds of individuals just like you are becoming Internet millionaires each month using the exact same confidential techniques I'll reveal to you!
- And **I'll even joint venture with you** to help you land these Whales by making the offer so financially sweet they can't refuse. With over 125,000 Whales online, you could be big-time financially set for LIFE on just one of these deals! Do one of these a month for the next 12 months and you could retire—very, very, rich!

You now have an explosive moneymaking combination to make a serious recurring monthly income. But I want to make absolutely sure you make more money than you ever thought you wanted. . .

Sure you could use some outdated marketing methods you may have heard about from someone else. But ask yourself—do you want to wait weeks or months to start generating small amounts cash? Or do you want to start making money your first day and watching it grow by quantum leaps with each passing day? I want you to hit the ground running, and start making massive amounts of money, **RIGHT NOW**.

**So You'll Also Get All Of The Following And More! . . .**

- A free copy of the **Craigslist Traffic Report**. Discover the secrets of how one man has and continues to generate thousands of dollars a week using just free ads on Craigslist. Do this wrong and your ads will be pulled instantly. Also includes 7 additional nationwide free advertising sites to generate cash!
- Powerful, proven ads I've designed—you could literally have new members signing up minutes after placing your ads on all these free nationwide advertising sites—including Craigslist.
- A free copy of **How I Made \$77 Million In 2-Years—And You Can Too**—By: Vincent James—A \$97 value. (You'll discover the true story of how he did it—and discover why a recurring monthly income is the only way to fly). You can check it out at: [www.The77Million.com](http://www.The77Million.com)
- You'll discover dozens of deliciously devious (but honest) free and low-cost offline and online methods to drive cash buyers to your membership website, day-in-and-day-out.
- Get one whole year of free consultations with me whenever you need questions answered about your business—pick my brain with 25 years of business experience. You'll get my email address and private phone number—you can email me anytime or call me Monday-Thursday from 10am to 2pm Mountain.
- One year of free updates, so you'll know what's working and what's not to keep you on the very crest of the money wave. And a whole lot more.

Listen, if you're barely scraping by with the amount of money you're making with some other opportunity then maybe it's because you've been looking in all the wrong places. You've got to ask yourself—do they have a vested interest in helping you become a success—give you the very best money making tools available in the world—proven to start pulling in money within minutes--and personal consultations?

Only you know the answer. But I'm giving you an instant cash business, ready to make you money, starting today, with all the tools I use to make money at warp speed, because the more money you make, the more money I make—I have a vested interest in your success. Sign up now, before the 250 slots are filled, and I'll help you make more money than you ever thought possible.

**PS** With the U.S. in a recession, millions of people are desperately seeking a way to make more money. This puts you in the perfect position to help them, and yourself. The timing couldn't be better for you to start making some very serious money. Hey, a year from now you could be in the same boat you're in now, or you could be sitting-back in your easy chair grinning like the Cheshire Cat, knocking down 4, 5 even ten grand a month or more (A Lot More) knowing your financial future is rock solid and secure—without a financial worry at all—with money coming in automatically, like clockwork. Only the first 250 people to sign up will ever receive everything I'm offering you here. When these slots are filled, this offer will be closed forever. The clock is ticking—Sign up today—you'll be glad you did.

Sincerely,

*Richard Payne*

Richard Payne

13170-B Central Ave., SE, Suite 300, Albuquerque, NM 87123 – Phone: 505-888-1597

[www.Instant-Business-Profits.com](http://www.Instant-Business-Profits.com)

Your Prime Source For True Money Making Information & Business Opportunities Since 1983

## SPECIAL CONFIDENTIAL REPORT

# “101 Secrets To A Six Figure Income...How To Get More Customers, Clients Or Patients In A Month Than You Now Get All Year!”

## Small Business Marketing Magic!

How To Use Little-Known, Advertising and Selling Secrets Your Accountant, Advertising Agency, or Sales Manager, Can't Tell You! “No More Cold Prospecting, Wasted Advertising, Begging For Referrals, Waiting For The Phone To Ring Or People To Come In! End The Stress INSTANTLY!

*Discover How To Get INSTANT Results And Profits Using The Most Successful, Proven And Guaranteed Marketing System Ever Revealed! Read This Report, And You'll Discover Incredibly Simple Ways To Get All Of Your Prospects To Come To You...And Your Customers To Come Back To Buy From You Over And Over Again!*

Dear Friend:

*The other day you requested information about how to instantly Explode Your Income Using Our ‘Small Business Marketing Magic Advertising’ Method! If you’re tired of your advertising dollars being wasted on marketing that doesn’t make money INSTANTLY, the answer to your prayers is finally here! It’s called, “101 Secrets To A Six Figure Income...How To Get More Customers, Clients Or Patients In A Month Than You Now Get All Year!”*

Please read this report all the way through as it could easily be the most important information you’ve read in a long time! After all, with all the craziness in the economy, what could be more critical to your business than knowing how to use advertising that actually brings in a flood of customers and profits— instantly?

Discover How To Double Or Even Triple Your Profits By Using The Best Kept Secret Of Marketing...A Secret Not One In A Thousand Business Owners Knows About! Our Remarkable Advertising Lessons Allow You To Easily And Quickly Use The Little Understood Psychology Of Human Behavior To Create INSTANT PROFITS Hidden In Your Business!

Let’s be honest. The sad truth is that most business owners struggle to make money...*when making piles of obscene, but perfectly legal and ethical profits can be as easy as falling off a log!* It’s a shame that so many hard working business owners leave a mountain of profits hidden, buried deep within their businesses, because they don’t understand the real forces behind human psychology and behavior. You follow the conventional path that you’ve been led down and wonder why your sales and profits are so much less than they could, and should be.

## What Makes Some Advertising Work...And Others Suck?

See, people are motivated to make buying decisions by the brain’s internal communication system. Some things you see being advertised force you to ignore them with great vigor. Yet other ads cause you to want to buy, NOW! What’s the difference?

Why do some advertising and selling messages create an irresistible buying urge, and others create absolutely no interest? Why do some sales pitches turn you off, and others excite you? Why do you buy some



items based on price...and others based on quality, regardless of price?

Well, the answer to these questions is simple. The ads that work, flow within the already existing behavior code of the human mind. The ads that suck fall outside of the basic nature born within all of us. If this sounds like pure common sense, you're right. But, as sensible as it sounds, it's almost impossible to find anyone who can show you how to tap into the brain's buying code. That is...until now.

### **Missing Link Revealed! The Mental Code That Causes Buying Decisions Finally Cracked!**

Many people say I am the nation's leading, plain talking expert in human psychology as it relates to buying decisions.

As I say so often, *"It simply amazes me how many business owners feel frustrated, working their butts off, only to make a living instead of a fortune. Why should anyone own a business if they aren't going to make a fortune? If you want to make a living, there's easier ways to do it than from sweating, living, breathing and drinking the details of your business. If you want to achieve superior results and profits...you just have to have the key to the code of human buying behavior. You have to have the missing link of selling, to uncover maximum profits with minimum effort!"*

*The pile of crap being passed off as "marketing" and "selling" instruction and advice is a joke. It causes you to promote what YOU want people to want...instead of what they ALREADY want from the programmed code contained in their brains! If you want to make ridiculously large profits as easy, quickly and cheaply as possible, you just have to have the key to this code shown to you!*

### **\$25,000,000 In Sales Of High Priced Products Sold From A 412 Sq. Foot Room Over A Garage!**

Perhaps you've heard of me. You may have seen my infomercials, read my books or articles written about me, attended my Boot-camps or heard me being interviewed. You may have heard how I took a failing business, deeply buried under the crushing weight of a hundred grand in credit card debt...and turned it into an enterprise that sold more than \$25,000,000.00 worth of very high priced products strictly through direct mail, from a tiny room over my garage.

*I'm the guy who sells \$6,000.00 sets of golf clubs, sight unseen, through a 24-page direct mail sales letter with no pictures or endorsements from golf pros! I've sold millions of dollars of expensive training courses costing as much as ten times more than competitive products! I'm the guy who's taught dozens of specialists in various industries how to sell direct marketing training to the professionals in those industries.*

My model for direct marketing has been the inspiration for some of the greatest success stories out there today. I have learned at the foot of the masters like Dan Kennedy...and gone on to develop a whole new way of showing folks how to duplicate my success for themselves. I have taught over 13,400 business owners the art of what I call "Emotional Response Direct Marketing And Selling."

### **Discover How Natural Human Psychology And Behavior Will Make You Much Richer Than You Are Now...While Working Less And Having More Fun!**

Here's the deal. I've consolidated my businesses and have some extra inventory I'd be willing to sell at ridiculously low prices as long as they last. Once these specially priced, best selling programs are gone, however, they're gone. Waiting is not a good thing to do here. Why? Because my insight and simple way of showing you how to become an expert in the science of buying psychology simply isn't available anywhere else! You simply must take advantage of this limited time offer so you know:

- The secret source of emotional response headlines and bullets that attract customers like flies to honey!

(Hint- You will NEVER be told about these most important marketing fundamentals from ad agency people or ad reps. I assure you they haven't a clue about advertising that actually sells stuff instantly!)

- What the secrets of “suck ‘em in” copy are... and how to easily use them for yourself! (It's so amazingly easy, you'll be shocked that you haven't figured it out for yourself!)
- How to only get the prospects that are: **Motivated, Qualified, Interested and Ready To Do Business With You NOW!**
- How to solve all your sales and cash flow problems INSTANTLY by using human psychology to your advantage because your advertising will actually work and bring in more money than it costs!
- What the REAL secret of targeting your prospects is, and why most so-called “target” marketing is anything but targeted!
- A fill-in-the blank, paint by numbers formula that anyone can use to attract high quality customers who want to buy from you even if you're nowhere near the cheapest in your market...even if you suck at writing copy! (hint- This ONE SECRET alone is worth more money than all the gold in Fort Knox!)
- Why so many marketers blow it with the approaches they use! (Hint- You're violating many non-changeable rules of human behavior so badly that you have no chance of making a sale!)
- How you and your salespeople will sell more than you ever have...*without using any objection handling tricks, pressure or hard selling closes!* (Hint- Everything you've been taught about selling is based on flawed premises about psychology and hence...doesn't work!)
- The biggest mistake almost all business owners make with their Yellow Page advertising that once fixed, will triple the responses you get from your Yellow Pages ads! (P.S. Your Yellow Page ad rep does not have a clue about REAL ADVERTISING that actually pulls responses! This one item alone will pay for the entire cost of our system many times over once you have Yellow Page ads that actually bring in more money each month than they cost to run!)
- The marketing sequence that MUST be followed if you want to maximize responses and sales! (Hint-Skip even ONE step of this sequence, and be sure to fall flat on your face!)
- How to get started from square one...even if you know nothing about human nature and what makes people respond!
- The truth about pricing! How to get people to *enthusiastically* pay you double or triple (or even more) than your competitors charge! (Imagine how much more money you'd make if you could charge over twice what you're charging now!) . . .
- Why the myth of being “competitive” is all a bunch of crap! (discover how to market into the flow of human nature, and you'll never have any competition or be forced into a “price” seller! You'll OWN YOUR MARKET! By the way, selling as “lowest price” virtually insures your business will always suck. You should NEVER sell based on price. Live by “price”, and die by “price”.)
- The biggest mistakes people make in their advertising and how to fix these miserable and deadly mistakes!
- Why you're likely leaving a fortune in Hidden Profits laying on the table, allowing your competition to steal money that rightfully belongs to YOU! (This mistake is the single biggest cause of business failure and

frustration, yet almost no one does the ridiculously simple technique that instantly eliminates this disaster from occurring!

- Why most businesses miss out on the biggest and easiest pool of profits available to them...and what to do about this hideous error!
- Why the business formula 99.9% of all businesses use is completely backwards, and guaranteed to cause frustration and making less money than you deserve! (Hint – You’ll be shocked at what the right formula is, how simple it is to do...and how you’ll make infinitely more money when using it!)  
And lots, lots more!

### **Listen To What Some Of My Customers Say About the Small Business Marketing Magic System:**

"Getting involved with your course was the single best investment I've ever made. To this day (over 2 years later), I still use your course every week. The results of studying your material? I gross between \$30-\$ 60,000 a month with my product. My previous career had some things that were wonderful and great about it but quite honestly it's like night and day compared to what I'm doing now- I'm doing what I want to do, how I want to do it, and I really am my own boss. My time really belongs to me. I'm really having a ball, it's a lot of fun! I feel a deep sense of gratitude to you. Thank you so very much for your help!" - **Mike C. Decatur, GA.**

"I've already made over \$80,000 a month using Jeff's information that I guesstimate will catapult my sales to over \$100,000 in the next couple months. I highly recommend ANYONE interested in making NOT just a 'good living', but making MEGA-MONEY get Jeff's stuff.. I challenge someone to be able to sit down with this course and *not* make \$10 - \$20,000 in a month!" -**Ben C., Victor, NY**

"Thank you! First for your outstanding program. The money I have made as a result of it is allowing my wife and I to buy our first home! Many companies pay lip service to customer service but you actually follow through and do MORE than is expected" - **David P. Alpharetta, GA.**

"In a world of self-serving, self-appointed, know it all marketing gurus, it was extremely tough for me to believe one over the other, not to mention (but I will) how much money I spent testing their methods. Failure after failure, each new marketing course was more disappointing than the previous. After first purchasing Jeff's program, I left it on the shelf for about 6 months. Then I read it, along with the newsletters I got. It made sense. I ran an ad in a local "Penny-Saver" type paper for dirt-cheap. To make a long story longer, I received a total of about 200 leads... I made 12 to 15 appointments a week for about 8 weeks and made a little over \$72,000. Since January, I've averaged about \$10,000/mo. working 20 hours a week. Yes, I'm lazy and \$10,000/mo. suits me just fine! Thanks Jeff!" **Michael N. – CT**

"Without Jeff Paul, we probably would be either out of business or miserable. Thanks again for all of your help, guidance and marketing support!" **Brian B.- CT**

"I already have a successful business. Jeff Paul's 'type' of marketing has increased the effectiveness of my direct marketing dramatically. Everything is worth 10 times what I've paid for it!" -**Al R., Chicago, IL.**

## **No Theories. No Conventional Crap That Doesn't Work.**

How's that for some real world proof that this human behavior and psychology WORKS? These are only a fraction of the literally hundreds and hundreds of testimonials we have on file. Why do people give us such great endorsements? Well, *because as you'll soon discover, these techniques actually work in the toughest battlefield on the planet...the marketplace!*

See, human behavior and how people really think is based on years of proof and millions of dollars in sales. These aren't guesses, theories, or things that we think *should* work. No. What you're going to discover are techniques and methods that make so much sense after you hear about them that you'll slap yourself upside the head when you hear them...and that also have the added benefit of bringing in mountains of profits as easily as taking candy from a baby! EVERYTHING you'll get from me will be focused directly on your being able to

tap into the subconscious response mechanisms hidden deeply inside the brain...so you can uncover the hidden profits hidden deeply inside your business!

As a business owner/professional or sales person you know your products and services cold. Yet, you still experience the painful frustration of not having enough qualified prospects, customers or clients dependably and predictably flow into your business ...month in, month out. Right? The sad truth is that being good at what you do isn't even close to good enough. Nope. If you want to achieve the extraordinary profits you deserve to make, for all your hard work, you have to face the ultimate reality that...

## **Even The Greatest Business Person Will Go Broke Without A Constant Stream Of Qualified, Interested Prospects And Customers!**

Yes, you'd like it to be true that being the best at what you do, would assure a successful and wildly profitable business. As you now know, being excellent at what you do is only half the battle. The other half of the battle is not negotiable in order to make the kind of money you should be making. And the truth is:

## **Being A Marketing Expert Is MORE Important Than Being An Expert In Your Field Of Business!**

Let's face some harsh realities here. The world doesn't care whether or not you're the best at what you do. Business owners, sales people and professionals have to face a fact that makes most of them sick: Without any question, the most important knowledge you need is not about your product or service--

IT'S ABOUT MARKETING, PROSPECTING AND ADVERTISING!! Having great products or services is worthless without lots of customers, clients or patients!

The reality that all business owners and sales people must face is that people are not forced to seek you out. Therefore getting customers or clients is the most frustrating aspect in your life. And, in real life, it's often the best marketer who wins, not the best-qualified business! You can never delude yourself into thinking that because you are good, that you will automatically make lots of money. The streets are littered with the remains of smart, ethical and clever business professionals who never figured out...

## **How To Get A Continuous River of Qualified, Interested, Motivated Clients And Customers Flowing In Front Of Them Every Day!**

Everyone would love a magic potion that would produce those elusive customers or clients who have sought you out, and who have money ready to spend. Since that doesn't exist, we've created a remarkable marketing system that shows you how to create what we call *INSTANT PROFITS, EMOTIONAL RESPONSE MARKETING!* This simple and inexpensive system generates responses, not an image! These techniques took my firm from being buried in debt and almost out of business, to over \$1,500,000 in revenue only two years later! But that's not what's important.

What's important is that we've shown over 13,000 business owners and sales people how to end their frustrations...and use these amazing techniques to attract more business in a month than they used to get in a year!

**The Business Explosion Formula! The REAL Way To Make Big Profits! . . .**

Here's the advertising cycle that must exist to reach a big income: Emotional response oriented marketing gets instant clients and customers, who will refer, which builds cash flow to do more emotional response oriented marketing, which gets more customers and clients, who refer more clients...and so on! EMOTIONAL RESPONSE, SMALL BUSINESS MARKETING BUILDS YOUR BUSINESS, AND THE REFERRALS IGNITE THE FUSE TO EXPLODE YOUR INCOME!!

## **Now, Here Is A Detailed Description Of Everything You Get In Our System:**

**“Small Business Marketing Magic - 101 Secrets To A Six Figure Income...How To Get More Customers, Clients Or Patients In A Month Than You Now Get All Year!”**

**Member Benefit Number 1: *"101 Secrets To A Six Figure Income, Emotional Marketing And Prospecting Manual - How To Get More Clients, Customers And Patients In A Month, Than You Now Get All Year!"* (VALUE - \$697.00)**

This very thick, 423 page manual is the core of the information you'll receive for your membership. The manual walks you through all the different and mostly unused and unheard of ways to:

**Get interested, qualified leads, prospects, customers and referrals to *come to you* with a marketing machine that never stops, never sleeps, and that is ALWAYS bringing you fresh new sales and INSTANT PROFITS!**

And, of course, little known ways to get referrals from clients and other professionals, *without the "traditional" begging and pushing!*

It is a massive collection of all the marketing secrets we've already talked about, set up for you to begin implementing your new marketing and selling strategies, immediately! Yes, there are actually 101 Secrets, "ethical tricks," strategies and methods that I've shown to thousands of business owners, professionals and sales people in the past few years.

I have designed these 101 Secrets to work in any and every prospecting/marketing situation and business. Of course, you may not use all 101. But you will use a lot of them. By the way, this Manual is not just "information." It's full of actual examples of every imaginable type of "tool" you can use. Ads, letters, postcards, reports, and much more—including examples that have performed unbelievably well.

You'll have dozens of emotional response ad headlines and copy, ready for you to customize and use instantly! You'll finally, finally have advertising secrets to use that actually work! You'll have the little known methods of advertising that actually gets the phone to ring, gets people in your establishment, gets prospects to respond, gets customers to keep coming back to you to buy over and over again! You'll stop wasting money on crappy advertising that does little more than "get your name out there"...but instead, gets INSTANT RESPONSES so you can make INSTANT PROFITS!

**(By the way, where I live, name recognition and a nickel will buy you a stick of gum. You don't need to "get your name out there." You need people to respond to your advertising NOW, and to make sales NOW. Let the idiots at the ad agencies, newspapers, Yellow Pages, etc. waste *their* money on image advertising. YOU will only be running advertising that gets responses and brings in money quickly! Which would you rather have: 1. An "image and name recognition," or, 2. Money flowing into your bank**

account so fast you'll have a hard time keeping track of it because your advertising brings in so many responses?)

Plus, if it fits your business, you'll have a state of the art way of using the telephone to prospect, that no one else will ever show you! (No more cold calls! EVER!) You'll have the secrets of making appointments and sales without having to "close" or "push" people who don't want to meet you! Discover how to only spend time talking with people who are interested and excited about talking to you!

You'll know all the income producing secrets that are virtually unknown in the business world. You'll have the rare opportunity to discover just how lucrative and fun your business can be...*when you learn to abandon all the useless crap we're taught!* You'll be able to have people buy products and services...with the clients and customers thinking *it was their idea!*

No more "selling"! No more "closing"! No more "pushing"! No more "pressure"! No more "rejection!" No more "frustration"! No more "desperation"! No more "embarrassment"! No more wasted money on advertising that merely "gets your name out there!" Now you'll know what to do about the biggest problem we have in this industry. The fact that:

## **Even The Greatest Sales Person Or Business Owner In The World Will Be Broke Without A Constant Stream Of New Clients And Customers And Sales!!!**

Right? And when you join our system, you'll never have to say, *"I really know my stuff! If I could only get more people to respond to my advertising, I'd be fine!"* Won't that be nice?

Believe me, the biggest complaint we get is that there is so much stuff in the "101 Secrets," new members are overwhelmed by the array of specific solutions to the problems you face. But, as they used to say on the Ginsu knife commercial, that's not even close to being all of the system!

### **Member Benefit Number 2: THE "101 SECRETS TO A SIX FIGURE INCOME EMOTIONAL MARKETING AND PROSPECTING -- HOW TO GET MORE CLIENTS IN A MONTH THAN YOU NOW GET ALL YEAR" -- AUDIO CD SERIES! (VALUE - \$199.00)**

A lot of my members tell me they love the "101 Secrets" Manual and read and study it like it was a marketing bible. But, they also told me they'd love to get reinforcement, especially when they're in the car or an airplane, sitting around wasting valuable time.

So, I listened to you, and you'll now be able to listen to me! As a member, you'll get the "101 SECRETS TO A SIX FIGURE INCOME - HOW TO GET MORE CLIENTS IN A MONTH THAN YOU NOW GET ALL YEAR -- AUDIO CD'S!" I personally coach you in applying these Secrets, answer questions, and give you true-life examples of these Secrets in action with a series of audio CDs! Now you can make profitable use of dead time going to appointments, or driving to the mall, while sitting in a plane with a portable CD player, even while working out! This is called repetitive spaced learning.

I've discovered it takes several times before all the concepts can become a natural part of your thought process and your psychological make up. These CDs will make that process simple, so you can speed it up, and be a Marketing Maniac! These CDs are just like sitting down with me for about four hours and having me take you through this new approach to marketing, from beginning to end - A to Z.

IF YOU WERE TO SIT DOWN WITH ME INDIVIDUALLY, I WOULD CHARGE YOU \$3,750 FOR THE TIME! AS A MEMBER, ALL THIS TIME IS INCLUDED WITH YOUR MEMBERSHIP FREE!

**Member Benefit Number 3: The "MIRACLE OF RECORDED MESSAGES" MANUAL!  
(VALUE - \$99.00)**

This little baby is so amazing, and is not available anywhere else except as a member of the Small Business Marketing Magic system! In this fascinating little book, you're going to discover a marketing secret that literally not one in ten thousand business owners, companies or organizations has ever heard about!

But YOU will be clued in on the most remarkable marketing technique ever developed. The "Miracle Of Recorded Messages" is a step-by-step guide to the proper use of recorded messages to EXPLODE your profits in ways that you cannot do in any other way!

You cannot duplicate the huge waves of cash that roll in when recorded messages are used correctly. You cannot duplicate them on the Internet, even though all the nit-wits who work on Internet stuff tell you that it is THE best marketing medium ever invented. This is not true. The Internet IS a great marketing medium, but it's just not anything close to being the "best" marketing tool. (I'll explain about our Small Business Marketing Magic Internet marketing manual of on-line marketing that actually works, in just a moment.)

I have to admit though, that direct response *recorded messages* ARE the best marketing medium I've ever used. Ever. Now I will reveal to you all my insider's secret methods of turning little recorded messages into piles of money coming into your life every day!

But wait, there's more!

My 101 SECRETS MANUALS AND CD's have sold to thousands for prices as high as \$997. **In total, this System-package carries a value of \$1,977!**

As you'll see on the enclosed Enrollment Form your investment is substantially less. Why? Because I have set a goal to break my own individual record of having helped 13,400 business owners in the last four and half years.

We have set our sights on having 100,000 successful users of our new, Ultimate System in just 24 months. In order to do that fast, I want to offer you a truly "**smokin' deal.**" And I've done just that. . .

But that's not all! That's why I've set up this little deadline. If you respond within 45 days, you'll get several FREE GIFTS! So, if you enroll in the program before 45 days from today, you'll also receive the following FREE gifts:

**FREE GIFT # 1. AUDIO CD SET OF OUR TWO-HOUR COPYWRITING TRAINING CLASS!  
(VALUE- \$395.00)**

Nothing you'll ever discover about Emotional Direct Marketing is as important as writing copy that sells people on doing whatever it is you want them to do! But, it's literally impossible to get training in this critical skill. You CANNOT learn this in school or college. You CANNOT learn this working with 99.9% of the "advertising" agencies and "experts".

So, I recorded my two hour long copywriting training classes, and have had them audio taped. These classes, called, "*Killer Copywriting Secrets of The Old Time Masters Rediscovered - How To Write Copy So Good You Could Sell Sand In The Desert!*," sold for \$395 for the two hour plus session. As a member, you

get the complete set of the audio CDs, plus all the handouts we give to the class...FREE! (These handouts alone are worth the entire cost of the membership alone! They'll GIVE you the secrets of writing copy, and samples that you can use as models, making writing killer advertising copy as easy as pie!).

In this class, I show students' previously unreleased secrets of writing advertising copy that can sell anything...even sand in the desert! I use a sequenced formula that'll show you each and every step of writing copy that sells! Plus I use real ads of my own and other top copywriters as examples, illustrations and samples to walk you through the formula!

I will show you the inside secrets of writing killer copy that the old time masters of direct response copywriting knew decades ago, but that NO ONE knows or remembers anymore! Getting this insight, the way I show it to you, by getting into the tiny details no one else even knows or understands, let alone explain to anyone...is truly an experience you won't get anywhere else! I GUARANTEE you will never discover these simple and easily duplicable "insider only" methods of writing money getting advertising from anyone at any price! My insights into human behavior and the psychology of buying, tied into writing copy that already flows with human nature is totally unique! It's literally the only game in town!

Many of the ads I show you are more than 100 years old, and some are as recent as a year ago. (I also reveal my shortcut for writing copy that even the worst writer can use to instantly become as good at writing advertising as the top paid professionals!)

**In this CD, you'll discover:**

- ⇒ **How to write headlines that'll stop prospects dead in their tracks!**
- ⇒ **The best words to use in headlines and copy that have been proven to sell like crazy!**
- ⇒ **The biggest mistakes people make when writing...and how to avoid them!**
- ⇒ **The single most important element that MUST be in your copy...or your efforts are sure to fail! (And it's what's missing from virtually everyone's advertising/promotional materials!**
- ⇒ **How to turn ALL your communication with prospects and current customers into KILLER COPY that ethically sucks money into your pocket like a giant vacuum cleaner!**
- ⇒ **The secret of 100 year old advertising that still needs to be in everything you do, or you can forget about getting results!**
- ⇒ **How to model proven templates that you can plug your own info into, that will bring results with little or no work on your part!**
- ⇒ **Dozens of "insider only" tricks and secrets that add incredible pulling power to your marketing...which you will never discover from anyone else! (Hint- When you discover these secrets, you'll smile, slap yourself upside the head for not having realized or thought of them yourself!) And much more!**

This benefit is so important, that you'll see a dramatic rise in business the minute you start using true direct response copy!

**FREE GIFT #2. AN AUDIO TAPED CONVERSATION ON CD WITH MYSELF AND BILL BROOKS, ARGUABLY THE TOP SALES TRAINER AROUND! (VALUE - \$97.00)**



I have had the privilege of working with Bill Brooks, who I think has invented the most powerful selling technology we've ever seen: IMPACT selling! Bill is a prolific author, speaker, and sales trainer who deals with the reality of selling, not the "suppose to be's" of selling. He was a CEO of a corporation managing 3,500 sales people, a military officer, and a highly successful football coach. He has written four books for national publishers like Prentice-Hall, and Business One Irwin, produced scores of audio and video tapes, and ran numerous corporate training programs, all on selling!

He has been a paid trainer for over 2,500 meetings, and has a corporate list of clients that reads like a Fortune 500 roster. Companies like MetLife, Arthur Andersen, the National Football League Players Association, The Principal Financial Group, Million Dollar Round Table, Nationwide Insurance, Hewlett Packard, General Motors, Paul Revere, and on and on and on! In other words, he is a true professor of selling! Let me tell you why so many big companies have hired Bill to educate their sales forces. . .

**Because Bill shows you how to make appointments and sell, with his amazing customer driven niche selling system, called IMPACT! No more hardball selling, slick objection handling, or tired canned trickery!**

See, Bill shows you to use a *system* to make appointments and sell. A system that builds a *visual sales roadmap* for you, so you know *exactly* where you are in every appointment making attempt and selling situation.

Bill calls his system, IMPACT. Which stands for:

**I Investigate**  
**M Meet**  
**P Probe**  
**A Apply**  
**C Convince**  
**T Tie Up The Sale**

Most salespeople have trouble making appointments and selling because they are operating in a vacuum. They don't truly have the answers to these three critical questions:

1. What the prospect wants?
2. When the prospect will buy??
3. Under what conditions the prospect will buy???

More importantly, they don't have a "system" to make each appointment making attempt and selling situation run like an assembly line. They are out there freelancing each contact, based on their own personality traits, and *their* needs to make appointments and sell something. Bill will explain how the six step IMPACT sales system shows you how to:

- ✓ Systematically move through the entire sales sequence, so that all the objection handling, canned responses, pushy power phrases, and so on; **are totally unnecessary!**
- ✓ Discover how to make each appointment, meeting, and sales call move through a predictable and mutually beneficial process; the same as a doctor does when diagnosing an illness.
- ✓ Stop winging each attempt to make an appointment or sale. You'll have an unshakable track to follow, just like a train moving from point A to point B.

- ✓ Never skip a step in the appointment making or selling sequence. Always move from one step to the next in a non-threatening partnership with the prospect.
- ✓ Never move to the next step until the previous step is completed from the prospect's point of view. You'll always be sure that you and the prospect are on the same wavelength.
- ✓ Identify the four distinct personality types, both yours, and the prospects; and then adjust your sales approach accordingly. Now, you'll always be able to create comfort and harmony so that the prospect is INTERNALLY MOTIVATED TO WANT TO LISTEN WITH AN OPEN MIND! (Because you've systematically found out which path the prospect wants to drive on!)
- ✓ Provide you with a visual roadmap of every appointment, meeting or sale, so you can *see* exactly where you are in the sales process every time!
- ✓ Show you the listening, diagnostic, consultative, partnership-building skills necessary to close without gimmicks, hard-sell tactics or that nauseating depression that comes from pushing and begging!
- ✓ Stop wasting your time with lousy prospects. Discover how to identify which leads are real, and which ones are a total waste of time!
- ✓ Identify the signals that tell you when someone is ready to move, as opposed to when they are only mildly curious. Never again waste your time trying to move them when they aren't ready to! Spend your time solely with people who are ready, and maximize every second of selling time! And much, much, more!

This recorded interview on CD will open your eyes to a new technology of selling, and is worth the entire price of the course, in my humble opinion...and it's FREE! Why shouldn't you be the top achiever?

**FREE GIFT #3. "KILLER COPYWRITING - HOW TO WRITE COPY SO GOOD YOU COULD SELL SAND IN THE DESERT – COMPREHENSIVE CONTENT/OFFER CHECKLIST!" (VALUE - \$195.00)**

This little gem is actually so valuable, it's hard to explain it in words, but I'll try. You see, a couple years ago, I was working on a copywriting assignment for a client and being that I can be disorganized, decided to consolidate ALL of my copywriting secrets and techniques into a "brief" checklist, so I could refer to it with every single piece of material I produce for myself and clients.

As I started the project, I brought it to a handful of my most trusted peers, the few people I know who can write copy so good...they can sell sand in the desert... and told them I'd let them have the finished version for free if they'd throw their two cents in, and revise, edit and suggest items to the checklist. (I'm talking about world class copywriters I hang with, people who sell millions of dollars worth of stuff through direct marketing!)

Anyway, by the time they got done with it, and I finalized it, (a project that took a couple of months to complete) it ended up being the most amazing thing any of us had ever seen! None of us had ever used or been exposed to such a comprehensive, all inclusive, "cheat-sheet" that covers EVERYTHING anyone could ever think of to put into any direct response marketing, whether on line, in print, or on the air! Anyway, this "brief" checklist turned into....

**A 220 ITEM, COMPREHENSIVE, ALL INCLUSIVE, KILLER COPYWRITING CHECKLIST AND REMINDER "CHEAT-SHEET"!**

And being that it is really the insiders' tool of all insiders' tools – the way to make sure us highest paid,

professional direct response copywriters/consultants get everything, and forget nothing when designing materials to sell stuff – I had never shown it to anyone except my buddies who helped me finish it! There was no reason to share this with anyone. After all, the combined experience, and hundreds of millions of dollars worth of products and services sold by the group who worked on it, cost all of us so much time, money, blood, sweat and tears to acquire...that we selfishly felt like we should keep this to ourselves and let other folks figure it out on their own!

Then, one of my clients asked me how I *really* get so much consistency and success with my marketing efforts, and said he wouldn't let me off with some lame answer. So, I showed him a copy of the checklist.

He told me he *knew* I had some tool like pilots use to make sure NOTHING IS LEFT OUT OR MISSED! I told him that the pilot analogy is very accurate, since they never get into a plane without going through a similarly comprehensive checklist. And he then said I was a pig for keeping it to myself, and that while I shouldn't give it away...it should be included with training materials people buy from us. Even though I jealously guard this much inside knowledge,

I realized he was right, and that I should share it with really serious minded students who are willing to do what it takes to make it their selves! So...you will get this amazing tool as a free gift when you become a member within 45 days of receiving this book! And, because I was coerced into releasing this info, I reserve the right to pull it at any time. So, if you'd like to have this impossible to calculate the value "checklist," don't procrastinate and "think about it" for too long! He or she who hesitates is lost!

**FREE GIFT #4. "THE TRUTH ABOUT HOW TO MARKET YOUR BUSINESS ON-LINE WITH TECHNIQUES THAT ACTUALLY WORK...AND YOU WON'T DISCOVER ANYWHERE ELSE!" MARKETING GUIDE! (VALUE - \$195.00)**

OK. I agree. The Internet is pretty cool. But...it has been over-hyped as a real advertising medium by just about everyone and their brother. To make a long story, you already know, very short...

## **99.9% Of Advertising On The Internet Totally Sucks!**

Why do I say this? Well, it's because 99.9% of the advertising on-line doesn't bring in more money than it costs INSTANTLY! And if it doesn't do this job, the ONLY job it's supposed to, then by definition...it sucks!

(Wouldn't you say an employee sucked if they didn't do the ONE job they were being paid to do? Well, if it's true for an employee, then it's true for Internet advertising!)

But you're in luck! We've been working with Internet marketing for years, since 1993 if you can believe that! We have seen and tried everything to do with on-line advertising. And the bad news is that mostly everything touted as being the next greatest thing is a pile of crap. That's the bad news . . .

**The GOOD NEWS is that there are a couple dozen things that actually work for a business to make a ton of dough on the Internet!**

And, in our "THE TRUTH ABOUT HOW TO MARKET YOUR BUSINESS ON-LINE WITH TECHNIQUES THAT ACTUALLY WORK...AND YOU WON'T DISCOVER ANYWHERE ELSE!" MARKETING GUIDE you'll be walked through all of them, in painful detail, step by step!

In fact, you'll know MORE about Internet marketing when you finish going through this guide than all the so-

called "Internet marketing experts" combined! Finally, you'll know exactly how to spend your money wisely on-line...and know what to NEVER spend money on!

Think about how awesome it will be to outwit all your competition and wipe the floor with their carcasses as you clean up making money on-line!

And now, I suppose you have another question, like: OK, WHAT'S ALL THIS COST?

**ONLY \$697, PLUS \$28 SHIPPING/HANDLING! THIS PRICE IS \$1,180 LESS THAN THE ITEMS PURCHASED SEPARATELY!**

Take a look, and see how inexpensive it is to become a member of the Small Business Marketing Magic family, and how much you will save by joining within the next 7 days!

LOOK AT THE REAL VALUE HERE:

	<u>SEPARATE PURCHASE</u>	<u>SMALL BUSINESS MARKETING MAGIC MEMBERSHIP</u>
<b>101 SECRETS MANUAL</b>	\$697	INCLUDED
<b>101 SECRETS AUDIOS CDs</b>	199	INCLUDED
<b>MIRACLE OF RECORDED MESSAGES</b>	99	INCLUDED
<b>KILLER COPYWRITING CLASS ON CD</b>	395	FREE
<b>BILL BROOKS INTERVIEW</b>	97	FREE
<b>KILLER COPY CHECKLIST</b>	195	FREE
<b>REAL INTERNET MARKETING GUIDE</b>	<u>195</u>	<u>FREE</u>
TOTAL VALUE IF PURCHASED SEPARATELY	\$1,877	\$1,877
<b><u>YOUR PRICE</u></b>	N/A	<b><u>697</u></b>
TOTAL PACKAGE SAVINGS -	N/A	<b><u>\$1,180!!!</u></b>

**IF THESE HUGE SAVINGS WEREN'T ENOUGH...HERE'S ANOTHER REASON TO ENROLL RIGHT NOW:**

**IF YOU ENROLL BEFORE THE EXPIRATION DATE ON THE ENCLOSED ORDER FORM, NOT ONLY WILL WE INCLUDE THE EXTRA FREE GIFTS WE MENTIONED...**

**BUT WE'LL GIVE YOU A GOOD CUSTOMER DISCOUNT AND KNOCK \$100 OFF OF THE MEMBERSHIP, MAKING THE FINAL TOTAL TO YOU ONLY \$597!**

**THIS MAKES THE TOTAL SAVINGS OF BEING A SMALL BUSINESS MARKETING MAGIC MEMBER \$1,280!**

**MORE GOOD NEWS! IF YOU USE EITHER VISA, MASTERCARD, YOU CAN PAY IN CONVENIENT MONTHLY INSTALLMENTS!!**

Plus, as the final reason for you to join our system and become a SMALL BUSINESS MARKETING MAGIC member, we back everything we offer with an...

**Iron-clad, 60 Day, No B.S., No Hassle, No Weasel Clause,  
100% Of Your Money Back Guarantee! . . .**

Yep. To help you make this decision to join up with us a no-brainer, I'm backing up every promise made to you in this report with a 60 day, 100%, no B.S. money back guarantee! Here's the deal. It's as simple as it can get: If you don't think the SMALL BUSINESS MARKETING MAGIC membership is worth every penny you paid to join any time in the first 60 days after joining up with me...just pack everything up, send it back, and we'll refund your entire \$597 membership fee! That's it. I don't care why you want to return it, and don't give you any hassles what-so-ever. Just send it back in the first 60 days, and you get your money back! Period. End of story.

#### IN SUMMARY:

### **A Franchise-Like Opportunity Without The Big, Stiff Fee, Continuing Royalties Or Restrictions!**

One of our customers described this as "The franchise of the century". Why? Because his brother-in-law bought a fast food franchise for \$100,000.00, invested another \$150,000.00 in his location and equipment, has to pay 6% of his gross to the franchiser forever, has all kinds of rules he has to follow, overhead to worry about, employee headaches, and takes home about \$85,000.00 a year, net.

What he got for his mammoth investment was a training manual, cassettes, a couple days of classes, some ongoing support, and an \$80,000 a year "job".

But our customer also told us his sales had jumped \$193,000.00 in the first year with our System and would increase again, and the training we provided was ten times more complete and precise than what his brother-in-law got! However you want to look at it, our proven, guaranteed, life-changing System is "the bargain of the century"! I hope you will act - NOW - on this opportunity. And, if not now, when? When and how else will you completely transform your business or selling activities for the better?

Here is a summary of my approach:

1. You will discover how to **diversify your client and customer acquisition efforts.** You will discover how to get 50 clients or customers with one technique, and how you how to get 1 client or customer with 50 techniques. You will have **new sources of clients and customers all the time!**
2. You will find out how to **stop wasting money on advertising promotions that are worthless.**
3. You will discover how to focus on methods and media that are **proven to work.**
4. You will be able to **increase the quantity of new clients and customers.**
5. You will, as well, determine how to **increase the quality of new clients and customers.**
6. Be taught how to accurately **evaluate the true effectiveness and profitability** of each method of obtaining new clients. You can now make "marketing cost management" work for you.
7. You will be shown how to **increase the number of referrals** from each client/customer and from outside professionals. **Referrals are your number one most profitable marketing method.** Once your advertising and marketing systems are rolling, the referral machine will kick into gear. That's where **all the money is made in any business!**
8. You will master how to "sell" without ever "selling" anything to anyone! **They will BUY from you instead of you having to "sell" things to them!** You will never, ever again have to resort to "closing techniques", "objection handling" or any other old school, outdated, pushy sales crapola that never worked, and has no hope of working now-a-days! And . . .
9. You will finally discover how to make money with your advertising, both off-line and on-line! You will NEVER AGAIN WASTE GOOD MONEY AFTER BAD ON USELESS ADVERTISING THAT AT BEST, "GETS YOUR NAME OUT THERE!" From now on, you will experience the most amazing thing in the world...**ADVERTISING THAT WORKS RIGHT AWAY, INSTANTLY...BRINGING YOU RIVERS OF CASH FROM ALL THOSE SALES...CREATING THE ONE THING YOU WANT THE MOST - INSTANT PROFITS!!**

Well, does this all make sense? I hope so. Before I shut up, I'd like to ask you to do me a favor and take a look at your business. Do you really think you're making as much money as you should, or could be? If that's your problem, then we will show you the answers to getting people to respond to your marketing. But, in order for this to work, you will have to take the training you've been given about marketing from the geniuses at the advertising agencies, from books you buy at the bookstore or get at college and throw it ALL in the garbage. (You probably already knew that.)

Remember that these "experts" who are telling you how to market, either never have been on the front lines, self-employed, or, if they ever were, it was so long ago they have zero clue about what it's like out there today. They still offer

the tired, boring, no-response, pressure filled, rejection-causing advertising and prospecting that has never worked, and *will* never work. They know as much about marketing as you or I do about how to build a nuclear reactor. They don't understand that: **The Secret To Getting Responses, Is To Promote What The Prospects Really Want!**

Once you know how to do that, ALL YOUR BUSINESS PROBLEMS MELT AWAY! **Getting a 100% customer initiated business is possible, for real, and only a few days away for you...if you take action NOW!**

**If you are tight on cash, don't forget the installment plan! If you're enrolling within 7 days, and taking advantage of the Good Customer Discount, your total enrollment fee for the Membership, is only \$597 (plus \$28 shipping/handling)... Which Can Be Split Into Two Easy Installments Of \$298.50 Spread 30 Days apart! (S/H CHARGE OF \$28 WILL BE ADDED TO THE FIRST INSTALLMENT)**

**AND DON'T FORGET ABOUT OUR 60 DAYS, 100% MONEY BACK GUARANTEE! WHAT HAVE YOU GOT TO LOSE BY GIVING OUR PROGRAM A CHANCE?? KEEP IN MIND THAT IF YOU ONLY JUST SAVE THE MONEY YOU SPEND EACH MONTH ON YOUR WASTED ADVERTISING IN THE PAPER OR YELLOW PAGES...THIS PROGRAM WILL PAY FOR ITSELF INSIDE OF THE FIRST 30 DAYS! WHAT'S THERE TO THINK ABOUT??**

If any of this makes even the slightest bit of sense to you, and you are serious about creating a business that is profitable, fun, and helps people improve their lives...then why not explore this a little further? Just the fact that you've read this entire report must mean that you want to be not only a survivor...but that you want to win, and win big!

*Do me a favor and take a look at your order form, and the date imprinted on it. That is the deadline for ordering and getting all the free gifts and the Good Customer Discounts! Think about how much information you will be getting, and most of it FREE!*

While this is fresh in your mind, please take the time to place your order. All you need is your credit card to pay for the first installment, and you will be under siege from prospects very soon! You can call my Regional Distributor, Richard Payne at **1-505-888-1597** to ask any questions you might have. **If you are still skeptical, give him a call anyway! Who knows, you might like what you find out, and if not, all you've spent is a little time checking this out further. What have you got to lose by making the call? (NO PRESSURE! I promise.)**

Also, do not forget how much FREE INFORMATION COMES WITH YOUR MEMBERSHIP! THE FREE GIFTS AND DISCOUNTS ARE WORTH OVER \$1,100 IF YOU ORDER BEFORE THE DEADLINE DATE ON THE ORDER FORM!

Sincerely,

*Jeff Paul*

Jeff Paul

**P.S.** Here's the only BAD NEWS: you're probably going to be laughed at by some of the other sales people in your office or business owners you hang out with. They'll see "the tip of the iceberg" of what you're doing, and they'll insist that you're crazy. That's because they are so indoctrinated in the old, traditional ways...so invested in the faulty idea that a high income should come only through excessive amounts of hard, grubby, painful work...that they just will not be able to comprehend what you're doing. My advice; leave 'em alone. Just go about YOUR business. Change your life. Enjoy your business again! Leave 'em in your dust. Don't try to save them. **SAVE YOURSELF!!!**

**P.P.S.:** Think about this. How many new customers, clients or accounts do you have to get thanks to this System, to justify the investment in the System? Probably one. Maybe two. A few, at most. Just one of my 101 Secrets can do that. Just one of the Marketing Tools can do that. Most people get returns on investment of FIFTY TIMES, a hundred times, more! **DON'T FORGET ABOUT OUR GUARANTEES.** We're committed to your success.

**P.P.P.S.:** Is cash a bit tight right now? You can use our easy installment plan!

© 2008-2009

Please scroll to next page. . .

## **JEFF PAUL'S CLIENTS SPEAK OUT...**

### **LISTEN TO SOME OF THEIR AMAZING SUCCESS STORIES...**

"Getting involved with your course was the single best investment I've ever made. To this day (over 2 years later), I still use your course darn near every week. The results of studying your material? **I gross between \$30-\$60 THOUSAND a month** with my information product. I feel a deep sense of gratitude to you. Thank you so very much for your help!" - **Mike C. Decatur, GA**

"I wanted to let you know how your system is working for me. So far, I've received 78 orders at \$849.00 and I haven't even sent out the second notice! Even though I have a practicing career, as a result of direct response marketing, I have hired another person to treat my patients in the morning so I can run my business out of my home on the hill; and yes, sometimes in my underwear! I'm really enjoying it. Now, I work 3 afternoons at my office collecting \$35,000 a month there, and thanks to you, **I'm on course to collect \$50,000 - \$60,000 a month in about 2-3 months with my home business.** Even though I'm far from an expert in lead generation, there can't be anything out there that a "beginner" can do with such dramatic results in such a short period of time. I really do owe it to you."  
**Ben A. Haywood, CA**

"I think **the course is phenomenal!** In early January '08 we started marketing the sales letter and by February 25th **we've had \$6000.00 in orders.** I wish I had started sooner. This course worked better than I expected."  
**Paul C. - Superior, CO**

"Thank you! First for your **outstanding program.** The money I have made as a result of it is allowing my wife and I to buy our first home! Second, thank you for the incredible service. I was amazed at how quickly you responded to my questions and how friendly and helpful you were on the phone. Many companies pay lip service to customer service but you actually follow through and do MORE than is expected" - **David P. Alpharetta, GA**

"All of your honestly has paid off in every aspect. You have a very **respectable, foolproof system** that will make our future way brighter. Your knowledge will allow us to live the lifestyle we want and give us that key to success!"  
**Petur T. & Karen P., Canada**

" You have given me the tools I need and the answers to a lot of questions I have pondered for what seems like ages. I still have questions, but I know the answers are available. **There is not reason to be skeptical any longer.** Thank You!" - **Jan A., Terre Haute, IN**

"You are **the most forthright, down to earth, consistent set of individuals I've ever had the pleasure to be acquainted with...**I'm also totally relieved this is on the up and up - I've been burned in the past."  
**Christine B., Canada**

"Much better than I ever hoped! The information was like gold- each and every minute was so educational. Never dreamed of having the opportunity to talk to people who are REALLY in the know. No- and I mean NO FLUFF!" **Yvonne Q., - Joshua, TX**

"I have found working with Jeff Paul has always been a pleasurable experience. He always delivers what he promises and more. The content of his information is excellent and always truthful." **Mike P., Highlands, NJ**

"I have never seen a system like this before... it tells me exactly what to do and what I should avoid. I really feel that if Jeff can do it and his students who followed his system can succeed, I can definitely do well too. After reading the system, I lost all my excuses!" -**Nobuko N., Milwaukee, WI.**

"Jeff, the experience with your program has been exceptional... I can't say enough positive about it. If it weren't for you, I wouldn't be in business for myself! Thanks!" - **David N., Dallas, TX**

" I think this system and the way that it's presented is not only great, but is one of those things that **gives people the tools to change their lives!** I couldn't be more positive about my overall experience in dealing with Jeff Paul!" -  
**Robert S. Houston, TX**

"All of your honestly has paid off in every aspect. You have a very respectable, foolproof system that will make our future way brighter. Your knowledge will allow us to live the lifestyle we want and give us that key to success!" – **Petur T. & Karen P., Canada**

" You have given me the tools I need and the answers to a lot of questions I have pondered for what seems like ages. I still have questions, but I know the answers are available. There is not reason to be skeptical any longer. Thank You!" - **Jan A., Terre Haute, IN.**

"You are the most forthright, down to earth, consistent set of individuals I've ever had the pleasure to be acquainted with...I'm also totally relieved this is on the up and up - I've been burned on this kind of stuff in the past." – **Christine B., Canada**

"Jeff Paul's Success System is full of extremely valuable and tested ways to make a lot of money... This is a wonderful System that really works!" - **Joseph L., Indianapolis, IN**

"I have nothing but praise for Jeff and his system. The easy to follow, simple straightforward approach is not only refreshing, but well appreciated! I honestly believe that Jeff's program and his office have made it possible for me to succeed in today's confusing world. The ability to escape the rat-race, daily rut/grind is now a reality for the first time. It's refreshing to be involved with a mentor/peer who is honest, genuine, and interested in bringing success to others... there is no way my future will not be brighter and more prosperous! Thank you!" - **Eric S., Hermosa Beach, CA**

"This is a powerful money making system... the information provided by Jeff has already been worth the cost. Jeff has been EXTREMELY open toward everyone in sharing his strategies, he definitely does want people to succeed! This is obvious. I am COMPLETELY satisfied and definitely consider it a bargain." -**Brain S., Essex Jct., VT**

"I have tried many programs, plans and so on. Most of which were useless. I really like the way Jeff presents himself and his business with a down to earth no bullshit approach... I feel that I have more than got my moneys worth." -**Joseph O., Gastonia, NC**

"This was the BEST DECISION OF MY LIFE! IMMEDIATELY after reading the material I realized the opportunity to CREATE THE LIFESTYLE of my dreams was in front of me. Not just to have the money, but the time and flexibility to enjoy it, too! I feel that I am now part of a 'secret' club... thank you, Jeff, for giving me the key to unlock the door of my future." -**Barry R., Bothell, WA**

"Using your system, we have revenue of about a \$100,000 a year...working only a couple hours a day!" -**Ryan E., Winfield, IL**

"With your system we started immediately, we followed exactly what you tell us to do in your program and within about a month, money started flowing in FAST!" -**Doug & Julie N., Omaha, NE**

"I didn't want to be 65 -70 years old and wonder 'what would happen if...!' I decided it was time to do something different... The funny thing is once you're willing to take that step you find out the old way wasn't the easy way; the easy way is to make things happen... my cash flow is approximately \$10,000 a month." - **Craig A., Naperville, IL**

**Please scroll to next page . . .**



SMALL BUSINESS MARKETING MAGIC MEMBERSHIP ENROLLMENT FORM

**IN ORDER TO RECEIVE YOUR FREE GIFTS AND GOOD CUSTOMER DISCOUNT FOR YOUR SMALL BUSINESS MARKETING MAGIC MEMBERSHIP YOU MUST PLACE YOUR ORDER BY December 2009**

Take a look, and see how inexpensive it is to become a member of the Small Business Marketing Magic family, and how much you will save by joining within the next 7 days! LOOK AT THE REAL VALUE HERE:

	<u>SEPARATE PURCHASE</u>	<u>SMALL BUSINESS MARKETING MAGIC MEMBERSHIP</u>
<b>101 SECRETS MANUAL</b>	\$697	INCLUDED
<b>101 SECRETS AUDIOS</b>	199	INCLUDED
<b>MIRACLE OF RECORDED MESSAGE</b>	99	INCLUDED
<b>KILLER COPYWRITING CLASS ON CD</b>	395	FREE
<b>BILL BROOKS INTERVIEW</b>	97	FREE
<b>KILLER COPY CHECKLIST</b>	195	FREE
<b>REAL INTERNET MARKETING GUIDE</b>	<u>195</u>	<u>FREE</u>
TOTAL VALUE IF PURCHASED SEPARATELY	\$ 1,877	\$ 1,877
<b><u>YOUR PRICE</u></b>	N/A	<b><u>697</u></b>
TOTAL PACKAGE SAVINGS -	N/A	<b><u>\$1,180!!!</u></b>

PLUS: GOOD CUSTOMER DISCOUNT – SAVE AN ADDITIONAL \$100.00 – YOUR MEMBERSHIP IS ONLY \$597 IF YOU ACT BEFORE THE DEADLINE ABOVE!!

**YOU MUST ACT BEFORE THE ABOVE DATE PASSES. AFTER THIS DATE, YOU WILL HAVE TO PAY FULL PRICE FOR EVERYTHING! REMEMBER, YOU HAVE A FULL, 60-DAY MONEY BACK GUARANTEE!**

Please enroll me as a member of the Small Business Marketing Magic program. I understand there is a 60-days money back guarantee if I'm not happy for any reason. To order complete this form, include your check, or money order (payable to: Performance Advertising) or your credit or debit card information and mail it to Performance Advertising, 13170-B Central Ave. SE, Suite 300, Albuquerque, NM 87123 – Phone: 505-888-1597. **For fastest service when ordering by credit/debit card you can FAX this completed form to me 24 hours a day TOLL FREE at FAX: 1-866-714-6745 or FAX: 877-685-8500.**

SMALL BUSINESS MARKETING MAGIC MEMBERSHIP - \$697 – (minus \$100 Good Customer Discount) = \$597 + \$28 S/H = \$625—Can Be Split Into Two Easy Installments Of \$298.50 Spread 30 Days Apart! CREDIT CARD ORDERS ONLY! (Shipping/Handling Charge Of \$28 Will Be Added To The First Installment of \$326.50)

NAME \_\_\_\_\_ IH - 101

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE# \_\_\_\_\_ FAX# \_\_\_\_\_

PAYMENT BY:  CASHIERS CHECK OR MONEY ORDER OR CREDIT CARD (IMMEDIATE SHIP)

CREDIT CARD # \_\_\_\_\_ EXP DATE \_\_\_\_\_ / \_\_\_\_\_  
MO YR

CVV# \_\_\_\_\_ (3 digit number following CC# on the back of your Credit Card)

FULL PAYMENT  INSTALLMENT PLAN (CREDIT CARD ORDERS ONLY)

Please check one. I'm using: Visa \_\_\_\_\_ Mastercard \_\_\_\_\_

COPYRIGHT © Richard Payne 2009  
ALL RIGHTS RESERVED

**RICHARD PAYNE**  
**PERFORMANCE ADVERTISING**  
**13170-B CENTRAL AVE SE, SUITE 300**  
**ALBUQUERQUE, NM 87123**  
**Phone: 505-888-1597 - Fax: 866-714-6745 or 877-685-8500**  
**Email: rp\_007 at msn dot com**

All rights are reserved. No part of this book may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording or by any informational storage or retrieval system without the express written permission from the Author.

The author assumes no responsibility for errors, inaccuracies or omissions. Any slights of people or organizations are unintentional. The book/guide is not intended for use as a source of legal, accounting or financial advice. If advice concerning tax, legal or related matters is needed, the services of a qualified Professional should be sought.

**Additional Money Making Sources You Should Be Using:**

**[www.dmwebsite.com/performanceadvertising/](http://www.dmwebsite.com/performanceadvertising/)**