

The New Rules of Internet Marketing

**How To Stop Giving Everything Away
For Free, Attract High-Quality Traffic To
Your Site, And Actually Sell Your
Products Or Services On The Internet!**

By Bob Serling

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Example 1:

Agenda

The New Rules Of Internet Marketing

How To Stop Giving Everything Away For Free And Create A Web Site That Actually Sells Your Services

Introduction

Why your web site isn't making money

The “Emperor’s New Clothes” approach to web marketing

When you give everything away for free, all you attract are “tire kickers”

The Solution: Create a site that actually sells your services

Section 1: How To Create A Web Site That Actually Sells

Part 1: Four Steps To Maximizing Your Sales On The Internet

1. Give your service a unique edge
2. Create a Direct Sales Web Site (DSWS)
3. Draw traffic to your web site
4. Make repeat sales to your customers

Part 2: Give Your Service A Unique Edge

1. Why you must set yourself head and shoulders above your competitors
2. How to establish superior positioning that no competitor can penetrate
 - Unique service
 - Irv Blackman
3. How to turn an ordinary product or service into an extraordinary product or service
 - Schlitz beer
 - Claude Hopkins: Scientific Advertising
 - Added value

Part 3: Create A Direct Sales Web Site (DSWS)

1. If you want to hit the bull’s-eye, use a rifle, not a shotgun
2. Offer almost nothing for free
3. Create powerful, compelling sales copy
4. The single greatest component of a successful website – Headline
5. How to create riveting headlines no sane prospect could ignore
6. How to write effective body copy – Mini-course
7. Create “Click Bridges” between segments of your message
8. Offer no links to other sites
9. Multi-step marketing
10. Multi-sequence contact systems
11. The simplest, yet most powerful secret imaginable for getting people to part with their hard-earned cash (Ask for the order)

Part 4: Actual Direct Sales Web Sites In Action

1. How do I sell an expensive service on the web?
2. Model 1: The Sales Letter Web Site
<http://www.SellYourServices.com>
3. Model 2: The Valuable Report Web Site
<http://www.MindFrame-IE.com>

Section 2: How To Draw Traffic To Your Web Site

Part 1: What Doesn’t Work To Draw Traffic To Your Web Site

1. Marketing To Yourself – a powerful tool for getting results
2. Banner ads DON’T work
3. Search engines rarely work

4. Posting to discussion lists gets mediocre results
5. Bulk e-mail is ineffective
6. The biggest mistake 99% of all businesses make in drawing traffic to their web site (thinking all traffic must be generated online)

Part 2: What Does Work To Draw Traffic To Your Web Site

1. The single most crucial factor you must have in order to successfully draw a consistent flood of traffic to your site (CONTROL)
2. The ultimate secret for drawing a non-stop stream of highly qualified traffic to your web site (offline-to-online)
3. Postcard mailings
4. E-zine ads
5. Online press releases
6. Offline press releases
7. Publishing articles
8. Small space ads
9. Your own e-zine
10. E-mail to your house list
11. Pass-along marketing
12. Post-along marketing
13. Local malls

Part 3: Where the real money is in any business and how the Internet can help you maximize these sales: Repeat Sales To Your Customers

Section 3: Creating A Real-Life Web Site That Actually Sells

Part 1: How I give my product or service a unique edge

Part 2: How I Created My Direct Sales Web Sites (DSWS)

Part 3: How I Draw Traffic To My Web Site

Part 4: How I Make Repeat Sales To My Customers

Part 5: Technical Considerations

1. WARNING: The improper use of graphics is killing your sales. What you must know to use graphics to your advantage.
2. How to automate your web site and increase your profits by 35% with two simple pieces of software.
3. How to set your web site up on auto-pilot, make sales, collect leads for even greater sales levels, bank your profits, without ever lifting a finger.
4. Should you create your own site or hire someone to do it for you?
5. How to find a webmaster who can create a Direct Sales Web Site.

Example 2:

Postcard/Small Space Ad Copy

Tools For Improving Your Business

DO YOU NEED MORE CLIENTS FOR YOUR SERVICE BUSINESS? Would you like to get paid more for your services? If so, you'll love my new marketing program exclusively for people who sell professional services. All the details are available on my new web site at: <http://www.SellYourServices.com>

IT'S BRAND NEW... Is weak copy killing your online sales? Here's how to get the results you really want. I'm just finishing up a new course that shows how my clients have increased their profits from 38% to as much as 917% using my proven copywriting formula specifically designed for Internet copy. Plus, there's even more proven-in-the-trenches advice from 5 of the most successful online copywriters/marketers around: Declan Dunn, Dr. Audri Lanford, Corey Rudl, Marlon Sanders, and Joe Vitale.

If you'd like to discover how turn weak, ineffective web copy into powerful, compelling copy that converts the maximum number of prospects into paying customers, you can get all the details at: <http://www.bobserling.com/icopy>

Example 3:

Follow-up E-mail #1

Dear (first name),

Thank you for your recent purchase of my course, “How To Market Your Way To A Million Dollar Professional Services Practice.” By now, I’m sure you’ll agree it’s packed with ways to sell far more of your professional services using my proven, dignified *Reverse Marketing* methods.

But I also wanted to let you know there’s an additional, one-on-one coaching program for a very limited group of people who want even more. To be frank, it has so much advanced material and personal coaching components, I couldn’t possibly cover it all in this short e-mail. So I’ve set up a special web page that will give you all the details.

To find out how you can be one of a limited number of professionals who get their hands on the “keys to the vault,” just click on the following link:

<http://www.SellYourServices.com>

Example 4:

Backend Promotional Piece

Would you like to make your service business even *more* profitable?

Here’s your “keys to the vault”

Thank you for your recent purchase of **How To Market Your Way To A Million Dollar Professional Services Practice**.

One of the most frequent requests I hear from people who purchased **the program** is:

“This material is fantastic. But I want even more. I want personal support in making my business as profitable as possible right away. How can I get the support I need to maximize the Reverse Marketing strategies – to make sure I avoid business-killing mistakes and achieve maximum success as quickly as possible?”

In response to these repeated requests, I’ve developed **The Reverse Marketing Accelerated Business Building Program**. This program is the fastest, most direct route to maximizing the full profit potential of your business. It gives you the personal, one-on-one help you need (along with a bit of pushing and prodding when necessary) to build a lean, powerful marketing system that:

1. Brings you all the new clients you need as often as you need them
2. Increases the amount you get paid for your services – on every engagement
3. Turns one-shot clients into long-term, highly profitable repeat clients
4. Brings you a steady flow of high-quality referrals that readily convert to more paying clients for your business

In short, this program *guarantees* that you increase your sales and profits in the shortest time possible. I’ll get to the specifics of the guarantee a little later in this letter. But first, I have an important question for you.

Why would you want to enroll in this program when you can use what you’ve already learned from **How To Market Your Way To A Million Dollar Professional Services Practice** to build your own marketing system? The best reason can be summarized in six simple words...

Far more profits in far less time!

Having helped hundreds of service professionals over the past 16 years, I’ve discovered that the fastest way to get the results you want is to work with someone who has a proven track record of getting those results.

You see, during the process of building your marketing system, many questions come up. You could spin your wheels and easily waste tens of thousands of dollars figuring out the answers to the critical issues you face.

You may need personal assistance to... close a valuable new account... identify truly lucrative Ideal Client segments... determine a Core Benefit that automatically gets clients to contact you

instead of you soliciting their business... convert client objections to powerful deal closers... get the best rates for producing your marketing materials... edit copy for maximum impact and results... convince companies to sponsor your services... increase client retention... create “Instant Expertise” information products... become the recognized leader in your industry... and more.

All of that assistance is available in **The Reverse Marketing Accelerated Business Building Program**. It was specifically designed to give you all the one-on-one help you need to get past the rough spots that can significantly slow your progress and to maximize every opportunity for increasing your sales and profits.

However, I’ll be brutally frank in telling you that this program is *not* for everyone. Because I’ll be personally counseling, prodding, and coaching you to push beyond your limitations and make your business as profitable as possible, the number of people accepted into this program is extremely limited.

Because of the time constraints, I can accept no more than 4 people per month into this program. So I’m insisting that everyone who is accepted into this program be deadly serious about squeezing every last bit of opportunity out of their business.

If you’re the kind of person who lets circumstances dictate your fate... if you can take or leave success – and I mean maximum success – this program is most definitely *not for you*.

Here’s why. I’m going to demand that you perform on all cylinders in every facet of your marketing. I’m going to insist that you take your dreams beyond mere plans and put them into real, committed, highly profitable action. Quite frankly, at times some of what we’ll do together may seem like a stretch for you. So you must be committed to serious growth.

Believe me, it’s well worth it – especially when those lucrative contracts come rolling in. Clients who have participated in this program report that the results they produced came far quicker than they imagined. And that they doubled or tripled their personal profit expectations.

Actual Results As Reported By Participants In This Program

Rather than just tell you about the results clients have produced, I’m sure you’d rather see exactly what those clients have to say in their own words. Here are a few examples of the actual results participants in this program are enjoying:

“Your Reverse Marketing techniques completely turned my business around. Clients are calling us like crazy. Sales are up by over 100% in just 5 weeks and we’re scrambling to hire extra staff to keep up with all the new business.”

Tracy Buhler, President
United Seminars, Inc.

“One simple strategy alone – that took me all of five minutes to apply – increased my day-to-day profits by a hefty 38%. Other strategies have kept my business in a continuing growth cycle, to the point where my profits have more than doubled.”

Derek D’Angiolini, President
Ashland Equities, Inc.

“Just one of your recommendations has already put an extra \$40,000 in my pocket.”

Brad Petersen, President

Petersen Direct

“Within the first five minutes, Bob came up with a strategy that’s so powerful, it will easily be worth hundreds of thousands of dollars to my business. If you get the chance to have Bob work with you, my advice is to do whatever it takes to lock in your slot. His unconventional perspective is sure to work wonders for your profits.”

Jim McQuillan, President
Carnegie-Hill Communications

“Bob, the practical Reverse Marketing techniques you’ve shared have significantly increased revenues and profits for our business. Sales are up by over 40% in just 3 months and we’ve only implemented a third of your strategies so far!”

Randall Evenson, President
Evenson & Associates

“We couldn’t be happier with the increases we’ve gained by acting on your advice. The overall gain in profits is nearly 300%. Judging by the phenomenal results, you might think that these ideas are high-tech or difficult to implement. Nothing could be further from the truth. They are simple, practical, and extremely easy to use.”

Pamela Yellen, CEO
Prospecting & Marketing Institute, Inc.

How The Program Works

I’ve carefully designed this program to ensure that you get similar or even better results than what my clients have reported above. Everything you need to substantially increase your profits, quickly and safely, has been built into the program.

Using the roadmap laid out in **How To Market Your Way To A Million Dollar Professional Services Practice**, I will personally counsel and guide you in getting the most out of every task, every step of the way. Here are the objectives you can expect to accomplish, specifically designed to increase your sales and profits in the shortest time possible. Together we will:

- **Develop the most effective Ideal Client Profile for your services.** If you don’t have an Ideal Client Profile, or if the profile you’ve developed is even slightly off the mark, you’re leaving a lot of business and profits on the table that should be yours. Worse, you’re actually steering that business to your competition. But with this program, you’ll never have that problem. Together, we’ll create a tightly focused Ideal Client Profile that makes sure you get all of the business you know you deserve.
- **Create a powerful Core Benefit Statement.** To give your marketing a laser-like focus, you need a powerful statement that clearly conveys the critical benefit clients get by doing business with you instead of your competitors. We’ll create the precise Core Benefit Statement that causes clients to contact you instead of you soliciting their business. And leaves your competitors wondering where all the business went.
- **Effective lead generation.** Most service professionals have the greatest difficulty with lead generation. They’re great at delivering their services, but they experience tremendous difficulty in getting the word out to the right prospects. You’ll get comprehensive, detailed help to make sure you bring in all the new prospects you can handle – and I mean highly qualified prospects with the strongest likelihood of converting to paying clients.

- **Convert more leads to paying clients.** Bringing in a consistent stream of qualified prospects is just the first step. You also have to be able to close as many of those prospects as possible. You’ll get the specific help you need to double and triple your closing rates. And this is all accomplished in a completely dignified manner, without any pushy or distasteful sales tactics.
- **Increase the amount each client spends – every time they do business with you.** Here’s an area where every service professional comes up short. And it’s truly a shame, because this is the fastest, easiest route to substantially increasing your profits. From now on, you’ll be part of an exclusive group of professionals who take full advantage of this lucrative source of increased profits. You can look forward to larger assignments, at higher rates, with no friction whatsoever from your clients.
- **Increased client retention.** The greatest profits in any business come from doing more business with your existing clients. The longer you keep a client, and the more business you do with them, the lower your marketing costs are and the higher your profits. You’ll master the fastest, safest ways for turning one-shot clients into eager repeat clients who do business with you again and again. This area alone can easily double your profits.
- **Packaging your services for maximum sales and profits.** As you probably recall, I refer to proper packaging as “the single most powerful secret of highly successful service professionals.” I’ve used packaging to add hundreds of thousands of dollars to my own consulting practice. And I’ve seen it do the same for many of my clients. Now you can have the kind of package that practically sells your services for you, increases the amount you get paid, and guarantees satisfied clients who will do more and more business with you.
- **Increase your fees.** The vast majority of service professionals under price their services. You’ll get the help you need to overcome reluctance to raise your fees (sometimes as much as double) plus all the practical strategies and tactics you need to successfully charge more for your services – and have your clients love you for it.
- **Referral Systems.** Highly qualified referrals can shoot your sales straight up the charts in short order. That’s because prospects who are referred to you are already predisposed to doing business with you. We’ll maximize this powerful source of increased income, getting you all the referrals you can handle from clients, civic organizations, other businesses – even from prospects who never do business with you.
- **Auto-Pilot Marketing Systems.** In order for your marketing program to be successful, it must also be simple. After all, you can’t spend all of your time marketing if you’re going to deliver your services as well. The solution is to put all of your marketing on auto-pilot – to create simple systems that practically run themselves with minimum intervention on your part. You’ll get the systems you need to close the maximum amount of business, and make your life far easier at the same time.

Accelerated Business Building Components

You’ve now seen the kind of results you can expect for your business and the specific goals you can expect to achieve. Next, let’s take a look at the components that make up **The Reverse Marketing Accelerated Business Building Program** and find out how all these benefits are actually delivered. Here’s what we’ll use to accelerate your success:

1. The Reverse Marketing Evaluation Profile.

You can't really determine how to get where you want to be if you aren't clear on where you're starting from. This evaluation covers all key areas and tells both of us exactly what level your current marketing is at. It also identifies the problems you'd like to solve and the goals you'd like to achieve. You'll find it an invaluable tool for making sure we're on the right track to increasing your sales and profits in the shortest time possible.

2. Regularly scheduled strategy and coaching sessions. Two sessions per month, every other week, either in person or on the phone.

Every two weeks, we'll meet and chart your progress, fine tune your strategy and tactics, create new tactics to maximize every marketing opportunity, and make sure your entire marketing system is firing on all cylinders. This personal, one-on-one coaching has proven to be the secret weapon responsible for exceptional increases in profits for a wide variety of professionals.

3. Permission to tape-record each session for your private use.

Feel free to tape every session with the understanding that it's for your personal use only. No need to waste time taking notes and possibly miss an important point. We even provide a special equipment sheet with recommendations for the best, inexpensive equipment for getting clear, crisp recordings you can refer back to as often as you want.

4. A written action plan faxed or e-mailed to you immediately following each session.

Immediately following each coaching session, you'll be faxed or e-mailed a written action plan from that session. All the guesswork is eliminated for you. You'll know precisely what you need to do and when you need to do it – the perfect tool for growing your business in record time.

5. Personal Progress Reports for you to fax or e-mail back before your next session.

Also after each coaching session, you'll be provided with a Personal Progress Report that you'll fill out and return by fax or e-mail three days before your next scheduled meeting. This tool provides two important benefits. First, it's another way of making sure we're always on the same track, following the same plan. Second, it gives you a documented history of all the progress you've made. You'll be delighted when you check back every month or so and discover how much more profitable your business has become in such a short time.

6. Additional call-in days to get all of your marketing questions answered.

Need answers to important questions *before* your regularly scheduled meeting? Need immediate help closing that lucrative contract? How about a powerful headline for your prospecting letter? No problem. Each week, we have standard call-in times scheduled to make sure you get comprehensive support. In addition to your coaching sessions, that's four more times a month you can get all the personalized help you need. Feel free to call each week to get any and all of your questions answered, to solve any marketing problem, and capitalize on every marketing opportunity.

7. Comprehensive critiques of your marketing documents.

One-on-one coaching and additional call-in days are invaluable components of this program. But what do you do if you have an ad, sales letter, postcard, web copy, phone script... or any other kind of marketing communication you need to make as potent as possible?

Here’s the answer. You’ll receive critique certificates good for a thorough critique of one marketing document per quarter. This valuable review and fine-tuning process makes sure all your marketing communications are working on all fronts to guarantee your business is as profitable as possible. If you check on my web site, you’ll see that my minimum fee for this type of critique is \$1,250 – so you’re getting \$5,000 worth of value right out of the gate.

8. Priority access to additional strategies, marketing techniques, and copy ideas.

My staff and I are constantly testing new strategies, techniques, and copy approaches. Whenever we discover something that applies to your business, you’ll be the first to be shown how to implement it as quickly and inexpensively as possible. Often a new technique, or a slight variation of an existing technique, can put you “ahead of the curve,” and produce windfall profits for your business.

9. Additional materials customized to your specific situation as needed.

In case you have difficulty modifying any of the marketing documents or materials from **How To Market Your Way To A Million Dollar Professional Services Practice** to the specific needs of your business, we’re here to help. We’ll make sure you’re always on the right track and create powerful marketing documents that build sales fast and effectively.

10. Recommendations for other books and tapes that would be of value to you – both mine and other experts.

If you’d like advice on topics outside the scope of the main program, we’ll be happy to recommend the right resource for you. In addition, if it’s a report, book, audiotape, or video tape that we sell, you’ll be given a substantial discount.

Bonus Items

By now you probably know that I’m not satisfied to give you just the standard materials or services for any program I create. I’m always looking for ways to “go the extra mile” in helping you to be as successful as possible. To this end, I’ve created three valuable bonuses that you’ll receive absolutely free when you enroll in this program. Here’s what you get:

Bonus #1: The Million Dollar Service Professional’s Secret Weapon: How To Use A Low-Cost, Low-Effort Newsletter To Triple Your Revenue

This special report is a transcript of a presentation I gave at a recent business conference. Get the inside scoop on how to create and publish your own newsletter. I’m an avid believer in using newsletters to promote your practice, because they are low-cost and get exceptional results.

Find out how a simple two or four page newsletter can add thousands to your bottom line every year. Plus, see how I use an ingeniously simple technique to convert over 95% of the audience to cash paying clients at the end of the presentation.

Bonus #2: How To Skyrocket Your Profits With A Powerful 9-Point “Search and Destroy” System

Most service professionals needlessly waste a tremendous amount of time and money in three critical areas. Time and money they could easily turn into greater profits if they only understood how.

The first area is marketing to the wrong clients. Without exception, every service professional I’ve consulted with makes this mistake. And I guarantee that you’re making it too. You’ll be absolutely floored when you discover that many of the clients you’ve been told to think of as your best clients are actually sucking the profits right out of your practice. Dump them and watch your profits soar.

In this special report, you’ll get a simple, yet ingenious 9-point “search and destroy” system that will convert this useless waste into profit for as long as you’re in business. You’ll get step-by-step instructions that show you precisely how to maximize your profits through “search and destroy” in all three areas: (1) your clients; (2) your marketing; and (3) your services.

This exclusive method is not included in any of the other materials in this program. On its own, it will be of immense value to your practice.

Bonus #3: Breakthrough Strategies For Accelerating Your Profits

On this audiotape, I reveal three strategies for producing massive increases in business in the shortest time possible. I’ve personally used all three strategies to produce tremendous growth in my own consulting practice. And I’ve never revealed these secrets anywhere to anyone.

As part of this program, you’ll get the inside track on using them to rapidly accelerate your own profits. Best of all, they are incredibly easy to use, pose no risk whatsoever, and are as close to foolproof as you could hope for.

An Invitation To Make Your Business As Successful As You’ve Always Known It Should Be

Because of the time it takes to give each participant thorough, one-on-one coaching, enrollment in this program is extremely limited. As I mentioned earlier, the maximum number of new members I can accept into the program in any given month is just four. And the number of total participants will be carefully regulated so I’m not overscheduled.

So if doubling your profits in the shortest time possible is something that appeals to you, I urge you to act now to avoid being disappointed.

Your Membership consists of 6 months participation in all aspects of the program. Why 6 months? Because this accelerated program is designed to get you maximum results in the shortest time possible.

And I promise this will be the most exhilarating 6 months you’ve ever spent. You’ll get all the intensive one-on-one help, dozens of powerful ideas, and in-depth coaching for maximizing your profits with every aspect of your marketing system. In just 6 short months, you’ll have locked in consistent, exceptional growth for your business.

The enrollment fee for your Membership in **The Reverse Marketing Accelerated Business Building Program** is \$8,900. And, if you're like many of my clients, you'll actually earn back your entire investment in just 2 months.

Getting started is easy. You get the best price possible by paying in full. However, for your convenience, I also offer an installment payment plan. While this costs you a bit more in the long run, it allows you to pay most of your enrollment fee out of the profits you generate by participating in this program.

With the installment plan, you pay \$3,500 as an initial deposit. Your credit card will then be billed \$1,180 a month for 5 months, for a total of \$9,400.

I Insist That One Of The Conditions Of Your Participation Is That All Of The Risk Is Entirely On Me

Earlier in this letter, I mentioned that your results are completely guaranteed. I'm dead serious about this.

Because of the limited participation in this program, all members will be carefully screened for acceptance. Should you be accepted, I completely guarantee that your participation will substantially increase your profits.

You've already heard what my clients have to say about how much they've profited. You've seen profit increases of 40%, 100% in just 5 weeks, even as much as 328%. And while I can't guarantee the exact amount you'll profit by, I will guarantee you this:

You must produce a *minimum* profit increase of three times the enrollment fee for this program – or it will cost you nothing.

The way this works is both simple and hassle-free. If at the end of your membership term, you haven't produced at least three times the enrollment fee in *extra profits* – profits you never would have seen without this program – I'll refund your entire enrollment fee within 24 hours of your request.

How can I make such a powerful promise and guarantee? It's easy, because not one person who has participated in my previous programs has ever asked for a refund. You see, they've been so elated by the profits they produced, they wouldn't even think of asking for a refund. Instead, most have re-enrolled for 6 more months of exceptional growth.

Is This Program Right For You? Perhaps Not.

Because membership in this program is extremely limited, I will only be accepting serious-minded service professionals who are totally committed to substantially increasing their sales and profits. I don't intend to waste a minute of time – not yours or mine – on someone who isn't completely committed to being successful.

Now I realize that this kind of committed, intense approach is not for everyone. Even though it doesn't matter how long you've been in business or how successful you are right now, my program will only work for you if you're ready for maximum success. And if you're open to making a few changes to “the way we've always done it.”

In order to be considered for membership in the program, here are the qualifications you must meet:

1. You must be extremely serious about your desire to (at least) double your profits in the next 6 to 12 months.
2. You must be willing to take the time to develop and implement a simple, yet solid plan that maximizes your sales and profits.
3. You must be open minded, practical, and willing to persevere. If you are narrow minded, stubborn, or argumentative, you won't be a good fit.
4. You must have read and be thoroughly familiar with all the material in **How To Market Your Way To A Million Dollar Professional Services Practice**. If not, you simply won't be up to speed to get the most out of this intensive, one-on-one coaching program.
5. You must be willing to learn and take action on a number of powerful, proven strategies, techniques, and systems to maximize your sales and profits.
6. You must agree to complete and fax in your Reverse Marketing Personal Progress Reports in a timely manner. After all, you're the one who stands to benefit most by getting more feedback on how to maximize your success.

If you are willing to meet these conditions, then I will seriously consider your application for membership in **The Reverse Marketing Accelerated Business Building Program**.

Taking The Next Step

To find out if you qualify for this program, the first step is to fill out the enclosed application form and rush it to my office. Please *do not* send in your enrollment fee at this time. This is merely the first step in the complete application process.

Also, please don't feel intimidated if you're new to your business or aren't yet producing the kind of results you really want. I'm far more interested in your desire to improve and your willingness to take the action necessary to produce exceptional results.

Because of the limited number of memberships available, the best bet is to fax your application to (760) 944-5788. Or you can send it to: Stratford Marketing Group, Inc., 2039 Bruceala Court, Cardiff, CA 92007.

My staff and I will review all applications and notify you within 10 days as to whether or not this program is right for you – and whether we feel you're a good match for the program. If your initial application form is accepted, we'll schedule the next step in the application process – a get acquainted call with me personally.

The next move is now up to you. If you're serious about finally making your business as profitable as possible... if you'd like to gain complete control of your personal and financial future, you couldn't ask for a better opportunity. Take a few minutes to fill out the application form and return it to my office before all the available slots are taken.

I'm looking forward to helping you gain all of the success and profit you know is available in your business.

Sincerely,

Bob Serling, President
Stratford Marketing Group, Inc.

P.S. I won't be expanding the **Reverse Marketing Accelerated Business Building Program** beyond the level I've set in this letter. My schedule simply doesn't allow me to give the rigorous attention required to any more than four participants per month.

If you wait, there's a strong chance you'll lose out on this opportunity. If you're serious about taking your business to the next level, fill out the application form and fax or send it to my office now, before all the slots are taken.

Example 5:

Follow-up E-mail #2

"The New Rules of Internet Marketing"

Dear (first name),

A short time ago, I sent you an e-mail regarding "The Reverse Marketing Accelerated Business Building Program."

To be frank, I'm surprised I haven't heard back from you yet. Surprised you didn't take advantage of my special offer, limited to just 4 professionals each month, to take your business to the next level.

Since I last contacted you, I've heard from a number of other service professionals who *did* take advantage of my offer. Here's what a few of them have to say about the dramatic results they've produced:

"One simple strategy alone -- that took me all of five minutes to apply -- increased my day-to-day profits by a hefty 38%. Other strategies have kept my business in a continuing growth cycle, to the point where my profits have more than doubled."

- Derek D'Angiolini, President
Ashland Equities, Inc.

"You crystallized my thinking. As the result of just one of your techniques, I was able to make an instant \$14,857! Thanks for your wisdom."

- Don Franklin, Owner
On-Target Marketing

"We couldn't be happier with the increases we've gained by acting on your advice. Judging by the phenomenal results, you might think that these ideas are high-tech or difficult to implement. Nothing could be further from the truth. They are simple, practical, and extremely easy to use."

- Pamela Yellen, CEO
Prospecting & Marketing Institute, Inc.

You could be getting similar or even better results. But in order to do so, you have to take action. It's true you can produce very gratifying results on your own with my course. But with one-on-one support and guidance to get you their even quicker -- along with my written guarantee of your success -- why waste a minute of your valuable time?

There are just a few openings left in this program. If you're serious about making your practice as profitable as you've always known it should be, please take a few minutes and review all the details. You can access my web page directly by clicking the following link:

<http://www.SellYourServices.com>

Example 6:

Follow-up E-mail #3

Dear (first name),

A short time ago, I sent you an e-mail telling you about my one-on-one coaching program to help you sell even more of your services. Since I haven't heard from you yet, I thought you might like to see a real life example of how easy it actually is to start getting paid what you're really worth.

Everyone knows that high quality referrals are one of the best sources of new clients. The problem is, few service professionals realize that with a simple referral program, you can easily receive 50 to 150 highly qualified referrals every month.

For example, Tim Bruce is a trainer and consultant to banking professionals. Using one of the techniques you'll discover in my program, he recently put together a very simple referral program. Essentially, it was a contest that offered free products and additional training to any of his clients who referred three or more qualified prospects to his company.

Since the client's name who made the referral would be used in the initial contact, it guaranteed that the quality of referrals would be very high. Each prospect who was referred was offered a valuable package of Tim's training materials at no cost.

The entire campaign cost \$500 to implement. And the results were exceptional. The initial response created \$12,000 of new business -- business Tim never would have seen without this technique. In addition, by using a couple of equally simple techniques to generate repeat business with these new referrals, Tim was able to double his revenue to \$24,000.

After delivering the gifts to both the clients who provided referrals and the referred prospects who responded to his offer, Tim's hard costs came to \$1,300. So he ended up generating \$24,000 for an investment of \$1,300. That's a return on investment of \$18.46 for every \$1 of marketing cost.

This is just one of the many strategies you can look forward to with "The Reverse Marketing Accelerated Business Building Program." But in order to start getting these kind of results, you have to take action. You have to get the one-on-one advice, counsel, and "kick in the rear" it takes to jump your profits up another level.

Don't put it off any longer. Take a few minutes to click on the link below and refresh your memory on how using this guaranteed program will be the most profitable decision you've ever made for your business. Then, get yourself enrolled to harness the power of *Reverse Marketing* and start making what you're truly worth.

<http://www.SellYourServices.com>

Example 7:

Website: <http://www.SellYourServices.com>

Sell Your Services!

**Do you need more clients
for your service business?**

**Would you like to get paid
more for your services?**

If you answered “yes” to either or both of these questions, I’ve got good news for you.

For the first time ever, a new program reveals powerful insider’s secrets for making your service business as profitable as you’ve always known it should be.

This program presents an entirely new approach to marketing your services, called *Reverse Marketing* that actually gets prospects to *come to you* instead of you soliciting their business. Because “warm” prospects who contact you are 10 times more likely to convert to paying clients than “cold” prospects.

“Your Reverse Marketing techniques completely turned my business around. Clients are calling us like crazy. Sales are up by over 100% in just 5 weeks and we’re scrambling to hire extra staff to keep up with all the new business.”

Tracy Buhler, President
United Seminars, Inc.

A Little Background – And An All-Too-Common Problem

Reverse Marketing has enjoyed a healthy six-figure income for the past 16 years by keeping a steady flow of clients coming through. We take great pride in the fact that many other providers of professional services have used these services to build thriving, growing practices.

Through our work with other service professionals, we’ve come to recognize a serious problem common to so many of their businesses:

Most service professionals don't earn anywhere near as much as they'd like to.

In fact, the vast majority of service professionals struggle just to pay their bills from month to month.

The Dangerous Myth That's Costing You A Fortune

The funny thing is, when I talk with service professionals who are barely making ends meet, they're always baffled by why their practices are doing so poorly.

In fact, they haven't got a clue. And that really makes sense when you consider the dangerous bill of goods you've been sold throughout college, graduate school, and all during your professional life.

Colleges and professional associations teach you that technical competence is everything. And that the spoils go to those service professionals with the best skills.

But let me ask you something: Is this how it really works in the real world where you compete for business every day? Of course not. If skill level were really the answer, you'd already be as successful as you want to be.

Here's another way to look at it. If skill level is the key to success, how come some of your competitors who have just average skills are running highly profitable, thriving practices?

The Secret To Building A Thriving, Million Dollar Professional Service Business

Building a million-dollar professional service practice is actually much simpler than you can imagine.

We're going to let you in on a powerful secret. There is one thing, and one thing only, that sets successful service professionals apart from their less successful colleagues...

Successful service professionals understand that the key to building a thriving practice is *effective marketing*.

Because regardless of how exceptional your skills may be, if you can't keep a steady stream of clients coming through your doors, you'll never be as successful as you'd really like to be.

Fortunately, there's a powerful solution to this financially damaging problem. We've developed a new program that's guaranteed to get you an ongoing flow of new clients and substantially increase repeat business with your existing clients. This program is called **How To Market Your Way To A Million Dollar Professional Services Practice**.

What makes this program so different, and so much more successful than traditional marketing? It's a unique approach called *Reverse Marketing*. An approach that actually gets clients to seek you out

rather than you soliciting their business. This approach is dignified, simple to implement, and works like nothing else you’ve ever seen.

“Bob, the practical Reverse Marketing techniques you’ve shared have significantly increased revenues and profits for our business.

Sales are up by over 40% in just 3 months and we’ve only implemented a third of your strategies so far!”

Randall Evenson,
President Evenson & Associates

Great News For People Who Hate Marketing

Do you hate the very idea of marketing? I don’t blame you. What most people call marketing is really nothing more than thinly veiled “hucksterism.” But the great news is that type of slick approach *does not work* to effectively market professional services.

Instead, every *Reverse Marketing* technique is consistent with the professional way you conduct your business. Plus, these highly successful techniques are remarkably easy to use right from the start.

There are no cold calls, no lurid ads, no relying on professional associations to generate leads for you, and no sub-contracting to larger firms. That’s because **How To Market Your Way To A Million Dollar Professional Services Practice** is an altogether different approach to marketing. And it’s extremely effective. So effective, that other service professionals who have used these little-known techniques tell me they now see no upward limit to their increased client base and profits.

In a minute, I’ll give you the complete details on how my little known secrets can build your client roster to overflowing in record time. But first, I’m going to let some of the service professionals I’ve helped build thriving practices tell you in their own words how successful the techniques in this program have been for them.

Here’s How Profitable These Strategies And Techniques Have Been For My Clients – In Hard Dollars And Cents!

The following case studies will give you a better handle on how easy it really is to substantially grow your business quickly, safely, and with very little expense:

Derek D’Angiolini is a professional in the financial services industry. Although his practice was reasonably successful, he knew his business had the potential to capture a greater market share and increase its profitability.

“The New Rules of Internet Marketing”

“One simple strategy alone – that took me all of five minutes to apply – increased my day-to-day profits by a hefty 38%. Other strategies have kept my business in a continuing growth cycle, to the point where my profits have more than doubled.”

Derek D’Angiolini, President
Ashland Equities, Inc.

Don Aim is an advertising consultant who was looking to increase his profits fast.

“You crystallized my thinking. As the result of just one of your techniques, I was able to make an instant \$14,857! Thanks for your wisdom.”

Don Aim, Owner
Advantage Marketing

Dr. Michael Anderson teaches other health professionals practice management and patient retention strategies. An excellent marketer in his own right, here’s what he has to say about the profitable effect of these strategies.

“A +. I am expecting at least a 200% growth in my business!”

Dr. Michael Anderson, President
Anderson Seminars

Brad Petersen runs a highly successful direct marketing agency. Even with his extensive knowledge of successful marketing, he was able to use this new approach to grow his profits substantially.

“Your advice has already put an extra \$40,000 in my pocket in less than a year!”

Brad Petersen, President
Petersen Direct

Brian Keith Voiles is one of the best-known direct response copywriters in the business today. Few people know that much of the rapid success Brian has enjoyed can be attributed to the strategies and techniques in this program.

“In just three years my business has grown from \$32,000 in annual sales to just over \$114,000 in the first nine months of this year. None of this would have ever happened if it weren’t for your generosity in sharing your advice and valuable information with me.”

Brian Keith Voiles, President
Brian Keith and Company

Gary Halbert is recognized as one of the top direct response copywriters in the world. He’s well known for many famous, highly successful direct marketing campaigns including having created a sales

letter that has been mailed over 700 million times! Here’s Gary’s take on these strategies.

“Within the first 15 minutes, I got one idea worth at least \$100,000 in profit.”

Gary Halbert
The Gary Halbert Letter

Pamela Yellen offers sales and marketing training to a variety of industries. She recently used some of these techniques to create a more effective lead generation program and improve the conversion ratio of leads to sales. The overall gain was a phenomenal boost in profits of nearly 300%.

“We couldn’t be happier with the increases we’ve gamed by acting on your advice. Judging by the phenomenal results, you might think that these ideas are high-tech or difficult to implement. Nothing could be further from the truth. They are simple, practical, and extremely easy to use.”

Pamela Yellen, CEO
Prospecting & Marketing Institute, Inc.

You could be getting similar or even better results. All it takes is applying a few of the simple, innovative *Reverse Marketing* techniques you’ll discover in **How To Market Your Way To A Million Dollar Professional Services Practice**.

Everything you need to know to quickly and safely build a thriving, million-dollar practice is revealed in complete, step-by-step detail. Here’s an overview of what’s included in this comprehensive program:

MORE>> Take a look!

Sell Your Services!

Here Are The Advantages You'll Gain

- **How to bring a constant, steady flow of new clients into your business.** Discover how to use powerful *Reverse Marketing* techniques to get hundreds, even thousands of clients to *come to you* instead of you soliciting their business. Clients who contact you first are already predisposed to buying from you. So your sales and profits increase dramatically with less advertising expense and effort.
- **Discover the simple secret to increasing your sales by 50%, 100%, and far more in the next 6 to 12 months.** This set of powerful, yet simple techniques is so grounded in common sense, you'll kick yourself for not having recognized them sooner.
- **Why the real money in any business is in repeat sales to your existing clients.** Ever wonder how book and CD clubs can give you your first selections free and all following selections at substantial discounts and still make money? The truth is, they're profiting like crazy. You'll discover why repeat sales are the easiest, most inexpensive sales to make. And you'll get a complete toolkit for maximizing this powerful strategy for your own business.
- **A simple, foolproof way to predetermine whether any ad or promotion you're considering using will be a success or failure before you ever invest a dime in it.** Now you can bring in all the new business you need without wasting money needlessly.
- **Discover what clients really buy.** This shocking secret can turn your business around in a hurry. Like a ship without a rudder, if you don't understand and apply this principle, your business will drift aimlessly.
- **How the myth of “having the best service” can flatten your sales.** Why do so many businesses that offer excellent services fail or barely manage to make ends meet from month to month? And why do some of your competitors, whose services can't hold a candle to yours, sell more than you do? Because to thrive in business, you must be able to market effectively. Discover how to build an efficient marketing engine that consistently drives your sales and profits to new levels.
- **Proven ways to multiply the results you get from every dollar you spend on marketing, sales, and promotions.** You'll never have to settle for a lukewarm, 1-to-1 return again. Every marketing dollar you spend will now do the job of 3, 5, or 10 dollars.
- **Learn how an ingenious technique called “shifting-the-risk” can result in very real sales increases of as much as 400% for almost any service imaginable.** This is one of the simplest, safest techniques for getting as many new clients as you can possibly handle.
- **How to create a riveting Core Benefit Statement and use it to double your client base in record time.** Take this quick quiz: in one sentence, write down the core benefit you give your

clients that no one else does. Can't do it? Then you're cheating yourself out of your full profit potential.

- **How to save huge sums on all your ads and promotions.** Using these techniques can often slash your advertising costs by 20 to 80 percent.
- **A crash course in writing powerful advertising copy.** Most advertising copy is weak and ineffective. But a powerful, ethical approach called “client-sells-client” copy makes sure you get the kind of copy that pulls prospects in, makes them want to read every word, and converts them to paying clients.
- **Discover why dirt-cheap “low-tech” research vastly outperforms complex, time-consuming methods.** You'll find out how to quickly and easily determine the real reasons why people buy from you. And how to use that key information to bring even more new clients and dramatically increase your profits.
- **Referrals are the most effective way to get highly qualified leads for your business.** Discover a simple, dignified way to get both active and inactive clients, other businesses, even prospects who never do business with you to send you as many referrals as you can handle.
- **A simple, five-minute change in your advertising copy can bring in tons of new business and result in windfall profits.** Once you know exactly how and when to make this change, the sky's the limit.
- **How to find at least four new pockets of profit hidden within your business.** And capitalize on them immediately. You could start banking these untapped profits in a matter of days.
- **Want to sell more of your services?** Here's a secret you should know: credibility is *the* crucial factor in the selling of any service. Discover how to get and effectively use all the credibility you'll ever need. Plus, how to ethically “borrow” another company's credibility and use it to sell tons of *your* services.
- **WARNING:** One seemingly innocent marketing situation can flatten your sales and put you out of business in short order. Learn how to identify it before it happens and avoid it like the plague.
- **How to convert clients from being one-shot buyers into eager, repeat clients who buy from you again and again.** Your business will experience a quantum leap in growth when you know how to upgrade clients from a single sale to a steady stream of ongoing, repeat business.
- **How to weed out and systematically “fire” clients** who are difficult, don't value your services, or don't pay on time. And how to replace them with high-quality clients who are a pleasure to do business with.
- **What L.L Bean knows that not one business owner in a thousand is aware of.** Once you understand this breakthrough concept and apply it to your own marketing, you'll be able to run circles around your competition.

- **Free publicity has turned many small businesses into huge corporations almost overnight (remember the Pet Rock?).** You’ll get complete details on using this invaluable form of marketing on both local and national levels to add major profits to your bottom line.
- **Discover seven powerful words that will turn your marketing around completely.** This single concept alone will completely alter the way you view marketing. You’ll shed old, useless procedures and streamline your marketing to a finely tuned source of perpetual profits.
- **Master a simple, fast-acting technique** that turns client complaints and refund requests into big profits for your business.
- **Gain an amazingly simple, solid technique** that will put an immediate end to slow periods in your business – even when times are tough!
- **How to use upgrade sales to reap the untapped profits hidden in your business.** This technique is so easy to use, you can have it up and bringing in untapped profits in just twenty minutes. Plus, it’s absolutely foolproof. I’ve never seen any business that used it fail to increase their profits. You’ll get all the nuts-and-bolts details with specific examples of how to use it to start selling more of your services right away.
- **A little-known strategy that lets you dominate market share in any target market.** Prospects and clients will now see you as *the* key resource in your field. So they won’t even consider buying from anyone else... and they’ll refer business associates, friends, neighbors, and relatives to you like crazy.
- **Discover how to mine the profits *hidden* in your client base – without any “hard sell” tactics whatsoever.** I’ll show you how to do tens of thousands dollars more business with your clients – and have them thank you for it.
- **Rocket your sales up another level with endorsed marketing.** You’ll get simple, proven endorsement techniques with detailed examples you can easily adapt to capitalize on your market. These powerful techniques alone, almost never used by the vast majority of businesses, could easily put an end to weak sales volume forever. Using the examples provided in the program, you can have this technique up and bringing in new sales in one week.
- **How to quickly determine which target markets have the best potential for you.** Don’t waste time and money on shallow markets. This technique makes sure you’re getting maximum return for all your marketing efforts.
- **How to become the recognized leader in your industry.** It’s far easier than you might think and the impact on your bottom line can be immense.
- **Do you make the 2 most dangerous mistakes that can easily sabotage your advertising and marketing?** Find out if they’re damaging your business and learn how to put an end to them forever.
- **Supercharge your direct mail.** Most direct mail strategies get 1/2 to 1% response. That doesn’t cut it in today’s competitive marketplace. I’ll show you everything you need to know to consistently get

an impressive 4% to 13% response. And not for prospects requesting more information, but for actual clients who are ready to engage your services.

- **Discover how to create a powerful Core Benefit Statement** that will place you head and shoulders above all your competition, resulting in more new clients, increased repeat business with existing clients, and a steady stream of highly qualified referrals.
- **Profit from “Instant Expertise” Information Products.** Find out how to create a complete information product in three hours or less that will generate a steady flow of highly qualified leads in any industry.
- **Increase your sales with the Reverse Marketing Profit Ladder.** Here’s a simple, dignified tool for quickly upgrading prospects from “just interested” to paying clients.
- **Add a lucrative income stream to your business with Sponsored Expertise.** Find out how to get strategic partners to promote your services to hundreds of highly qualified prospective clients. Plus, how to insure that your sponsoring partners use the exact message you want to maximize your sales and profits.
- **Sell more of your services with Showcase Seminars.** This is an ingenious way to get prospects to actually pay you to decide whether they want to do business with you. Ill also show you how to get the maximum number of your attendees to line up and buy your services right away.
- **Get impressive results with Reversed Perspective Advertising.** Nothing will kill your advertising efforts quicker than the traditional approach to creating ads, prospecting letters, and sales letters. Reversed Perspective Advertising is a unique method that eliminates the most common problems from traditional advertising and makes all your advertising much more effective. Never settle for disappointing results again.
- **Plus much, much more!**

**Stop Spinning Your Wheels – The Success You’ve Worked
So Hard To Achieve Can Now Be Yours.**

That’s a partial overview of the program. There’s actually much more than I have room to cover in this letter, but I’m sure you get the picture.

The important point is this: there is now a dignified, easy-to-use program you can use to achieve the success you really deserve. **How To Market Your Way To A Million Dollar Professional Services Practice** gives you the proven, practical tools you need to double or triple your client base.

The *Reverse Marketing* strategies and techniques have helped service professionals in a wide variety of disciplines to increase their sales and profits. These techniques have been successfully used by consultants... financial professionals... accountants... computer professionals... baseball and basketball coaches... professional speakers... investment counselors... heating and air conditioning service companies... insurance agents... mortgage brokers... marketing consultants... sales trainers... motivational trainers... web site designers... physical therapists... chiropractors... seminar presenters...

graphic artists... and more. Bottom line, these techniques work for marketing nearly any service imaginable.

And the *Reverse Marketing* techniques work equally well for all sizes of companies ranging from start-ups to medium-size businesses to Fortune 500 corporations. Whether you're a complete beginner at marketing your services or a seasoned pro, this program will give you a powerful arsenal of tools for bringing in, and keeping, a steady stream of high-quality clients.

With that in mind, let's take a look at all of the components of the program.

MORE >> [What you'll get](#)

Sell Your Services!

Here's What's Included In This Innovative Program

This in-depth program gives you a multitude of powerful advantages. You get everything I've just covered above, plus much more, in the following components:

➤ **How To Market Your Way To A Million Dollar Professional Services Practice**

This comprehensive, 277-page manual is the foundation of the entire program. Everything I've just shown you is covered in complete detail. Most marketing material tells you what to do and very little else. That's not the case here. Not only are you told what to do, the reasoning behind every step you take is thoroughly explained. And, most important of all, you are given complete step-by-step details showing you precisely *how* to carry out each step.

In addition, the manual has dozens of actual ads, lead generation pieces, marketing plans, and other marketing documents that have sold millions of dollars worth of professional services. You're free to copy them, change them, use them any way you want to be as successful as possible in your own professional services practice.

That in itself is quite a lot. But it's just the tip of the iceberg. You see, I've put together the most comprehensive package you could ever ask for. Nothing has been left for you to wonder about. Take a look at these business-building bonuses:

BONUS #1: Convenient Answers To All Your Questions

Even with everything you get, because this information is so new to you, you may still have questions you'd like answered. Here's a powerful solution.

I've recorded four hours on audio tape of live questions and answers with other service professionals just like you who have used this remarkable program to achieve the success they deserve. Just like you, they had little or no background in marketing.

You'll get four full hours of audio tapes featuring just about every question and answer you could possibly think of. Everything from the best ways to start marketing your services... to how to get dozens of highly qualified clients to contact *you*... actual Ideal Customer Profiles... shortcuts to powerful Core Benefit Statements... how to increase your rates without losing a single client... dignified lead generation techniques that work like magic... selling your services on the web... which marketing techniques to use for almost every situation imaginable... dozens of tips, strategies, and techniques for making your practice as profitable as possible... plus much, much more than I possibly have room to list here.

This 4-tape program is called **Secrets Of Successfully Marketing Your Professional Services**. On it's own this powerful program sells for \$137. But it's yours *free* as part of this comprehensive program.

BONUS #2: The Million-Dollar Practice Advertising Arsenal

This is a huge collection of all the ads, sales letters, promotions, telephone scripts, press releases, joint venture agreements, and everything else you'll ever need to fuel your million dollar professional services practice. These are actual, successful marketing pieces, not some hypothetical textbook examples.

Each piece has been used to produce hundreds of thousands of dollars in real business. You also get a complete guide with precise instructions for how and when to use each powerful marketing piece. On its own, this powerful resource will pay you back many times over the entire cost of the program. And normally, it's priced at \$197. But you get *it free* as part of the program package.

BONUS #3: Opportunity Cycle Selling

This special report reveals a unique method for making sure you're in front of your clients when *they* want to buy, not just when *you* want to sell. Studies have shown that 80% of all clients buy the service they inquire about – but not from the original firm they first spoke to. That's because most service professionals drop a prospect who isn't ready to buy right away.

If you market this way, you're missing out on an immense, untapped resource. Opportunity Cycle Selling is a simple, inexpensive way to guide your prospects up the selling ladder – from suspect to prospect to long-term client.

BONUS #4: The Quick-Start Guide To Marketing Your Professional Services

After seeing everything you get so far, you may be asking yourself, “Where do I start? How do I know which techniques will actually work best for marketing my services?”

Don't worry, I've got you covered. This special guide is specifically designed to give you a simple step-by-step approach for doubling your client base in just six to twelve months. I've taken all the guesswork out of it for you. You get a detailed, easy-to-implement plan that will let you hit the ground running and start increasing your profits from day one.

It's Easy To Get Started

Getting started couldn't be easier. The cost of this business-building program is just \$149. That includes the comprehensive course manual and all 4 bonuses.

Even though the price is extremely reasonable (about the cost of dinner for two at a four star restaurant), here's what's really important. If this program was just another set of telemarketing, cold calling, beat-the-pavement, and hope-for-the-best techniques that leave you broke and frustrated, it wouldn't matter what the price is.

But if you can get a steady new stream of new clients, double or triple your revenues, and continue to grow your practice year after year for as long as you’re in business, what is that actually worth to you?

I can’t put an exact dollar figure on it for you – only you can do that. But I can tell you this: at \$149, this program could very possibly be the best bargain and the best investment you’ll ever make.

To get on track to making your practice as profitable as possible, the easiest way to order is to use the secure order form right now. Or, you can print the form and fax it to my office at **(760) 944-5788**. I accept fax orders 24 hours a day, 7 days a week.

You can also order by calling my office at **(760) 944-5646**. If the lines are busy, please leave a voice mail and someone will get back to you the same day.

The fourth option is to fill out the order form and mail it to: Stratford Marketing Group, Inc., 2039 Bruceala Court, Cardiff, CA 92007.

Special Advanced Edition – The Direct Route To Making Your Practice Even More Profitable In Record Time

Now in case you want even more, here’s a great way to jump-start all of your marketing. I’ve created a special **Advanced Edition** that substantially increases your ability to maximize your profits in the shortest time possible.

As part of the program package, one of the bonuses you receive is **The Million-Dollar Practice Advertising Arsenal**. This is a huge collection of ads, sales letters, promotions, telephone scripts, press releases, joint venture agreements and everything else you need to successfully market your services.

And while it’s important to be able to see each marketing document, it would be a major undertaking to try and recreate each piece for your business. However, with the **Advanced Edition**, I’ve made this a no-brainer for you.

You see, I’ve taken every marketing document that’s presented in **The Million-Dollar Practice Advertising Arsenal** and put them on a computer disk for you.

Each marketing piece is ready to be copied right into your word processor or desktop publishing program. Any time you need a lead generation piece, a sales letter, a contract, or any other document for your practice, it’s right at your fingertips. No need to reinvent the wheel or spend hundreds of mind-numbing hours keying in these documents. Creating successful marketing documents for your practice couldn’t get any easier!

The Million-Dollar Practice Advertising Arsenal Disk normally sells for \$127. But when you order the **Advanced Edition**, you’ll get the complete program *plus* this time and money-saving disc for just an additional \$30. That’s the 277-page program manual, all four bonuses, and **The Million-Dollar Practice Advertising Arsenal Disk** for just \$179.

To start reaping all the benefits of this advanced version of the program, the easiest way to order is to use the secure order form right now. Or, you can fill out the form and fax it to my office at **(760) 944-5788**. I

accept fax orders 24 hours a day, 7 days a week.

You can also order by calling my office at **(760) 944-5646**. If the lines are busy, please leave a voice mail and someone will get back to you the same day.

The fourth option is to fill out the order form and mail it to: Stratford Marketing Group, Inc., 2039 Bruceala Court, Cardiff, CA 92007.

**I'll “Sweeten The Deal” Even More – I Invite You
To Put All Of The Risk Entirely On Me**

Now, in case you have any lingering doubts whatsoever, I want to make it foolproof for you. You see, I completely guarantee that my *Reverse Marketing* techniques will build your service business like nothing else you've ever seen.

You've already heard what my clients have to say about how much they've profited. So here's what I'd like you to do. Use these techniques for yourself for one full year with no risk whatsoever. The risk is completely mine.

You can “test drive” every one of my proven techniques as many times as you like. Since all of them are easy and cost very little to put into action, it will be a breeze to get in dozens of no-cost or low-cost tests.

Your Success Is Completely Backed By My No-Nonsense Guarantee

If you apply just a few of my techniques and they don't perform every bit as well as I've promised... if you don't produce thousands of dollars in extra profit you never would have seen without this program... if you're ever unhappy with the program for any reason... I will promptly write you a check refunding every cent you invested. And all of the bonuses are yours to keep.

By the way, this guarantee is in effect up until the final minute of the final day of the 12-month guarantee period. That's how confident I am that my *Reverse Marketing* techniques will change forever the way you market your practice and contribute mightily to your bottom line.

“I'm blown away! Even though I'm just a few sections into the program, I've already received much more than I paid. The detailed, practical material has given me dozens of solid ideas for taking my business to the next level. Thanks so much for delivering on your promises.”

Todd Beeler, Owner
Focus On Sales of Savannah, GA

**Don't Settle For Less Than What You Should Be Making
– Do Something About It Today**

Now that you know what's possible, you'll never again have to struggle to make a decent living even though you deliver excellent services.

You can now get all the highly-qualified clients you need to come to *you*... you can close far more sales without resorting to undignified, high-pressure tactics... you can regain control of your practice so you're running your business rather than it running you... you can take more vacation time and have more time to spend doing the things you really enjoy.

In short, you can restore the joy of doing business and pay yourself handsomely all in the same bargain.

Don't wait. Take a minute and place your order today. Let's get started right now on making *your practice* a million-dollar practice!

Sincerely,

Bob Serling

P.S. Remember, I completely guarantee your success. Which means that this innovative program really doesn't cost you anything. The entire fee will actually be paid back to you many times over just by applying a few of my simple *Reverse Marketing* techniques.

Think of it this way. If you get just one new client using this program, you'll have covered the entire cost of the program many times over. And if you could get one or two new clients a month? The return on investment is enormous!

You and I both know you do an excellent job of providing your service. Isn't it time you started making what you're truly worth?

[secure order](#) | [print order form](#)

Example 8:

Website: <http://www.MindFrame-IE.com>

The Million Dollar Minute

**A breakthrough process for creating lucrative new products
and repositioning existing products for greater profits**

**Can you *really* create a million dollar
product in just one minute?**

**By all means – as the case studies you’ll see
in just a few minutes will show you.**

The fact is, *anyone* can learn how to use The Million Dollar Minute to create breakthrough new products or reposition their existing products for greater profits. Be sure to read this entire web page to find out how easy it really is.

Dear Friend,

My name is Bob Serling, and what I’m about to show you is a little bit out of the ordinary. It will take me a few minutes to clearly explain it, but I guarantee that if you invest just 10 minutes reading this information, it can have a major impact on your business – and bring you a quantum leap in sales and profits.

So strap on your seat belt, because here we go.

Why Create New Products For Your Business?

When it comes to making your business more profitable, nothing contributes more to your bottom line than a powerful new product – or an ingenious repositioning of an existing product.

A single new product idea can be worth substantial sums to your business. Yet, a popular and stubborn myth still dominates the thinking of most people. You see, many people still believe the old saying that:

Ideas are a dime a dozen.

Nothing could be further from the truth. The fact is, all great business fortunes start with a superior product idea. And the ability to create powerful products (or services) is a skill that’s invaluable.

Let me give you an example that will clearly illustrate the value of a powerful product idea. Let’s say you and I are friends and I ask you to invest in a new opera I’d like to produce.

What would your answer be? Honestly.

If you’re like most people, regardless of how close our friendship is, 99 out of 100 times your answer will be:

“Sorry, but I’m going to have to pass on this one.”

The Million Dollar Minute In Action

What? You *don’t* want to invest in my opera?

I’m hurt. I’m truly hurt.

Oh, by the way, I’m not sure if I mentioned this or not. Did I happen to tell you that the person who wrote this opera is none other than...

Luciano Pavarotti.

And not only did he write the opera, but he’s agreed to star in it as well?

Now what would you think about my investment offer?

What you’ve just experienced is **The Million Dollar Minute**.

This is the fraction of time it takes for an ordinary idea to be “enriched” by combining it with another idea or idea fragment to make it exponentially more valuable.

The very ordinary idea of investing in an opera holds no interest for the vast majority of people. But once the idea is “enriched” by the fact that the author and star of the opera is Mr. Pavarotti, the idea takes on spectacular dimensions.

Now perhaps this example seems obvious. But let me assure you, it isn’t. Many times I’ve helped clients dramatically improve their product simply by “hitching” it to another product, another company, or some small, seemingly obvious element that skyrocketed sales.

The Critical Question

So now you can see that there’s a tremendous amount of difference in the quality of product ideas. There are ordinary, pedestrian product ideas, and there are “enriched” million-dollar product ideas.

The question is, which type of product ideas are you creating for your business? And how do you go about creating more powerful product ideas that can dramatically change your sales and profits?

A Serious Problem Could Be Damaging Your Profits

The harsh reality is that most businesses fail to become anywhere near as profitable as they actually could be because they don't know how to generate truly powerful new product ideas. They lose market share, miss out on tremendous opportunities, and often get left in their competitors' dust.

Quite simply, your business is only as good as the key products that drive it.

I don't care how wonderful a location you might have... how loyal your employees are... what great customer service you provide... how fantastic your web site is... how dynamic your advertising may be... or any other component of your business. If your products are weak, if they aren't superior to all of your competitors' products, few people will be motivated to do business with you.

A Simple Solution

That's the bad news. But there's good news too. You see, in every business there is a readily available, but untapped source of high-profit product ideas. Breakthrough ideas that you could be using to generate millions of dollars in additional sales.

You can use these ideas to create ingenious new products that will leave your competition wondering what hit them. Or you can use them to reposition existing products where sales have dropped off. You can reinvigorate these old products, give them a new life, and surpass even your most optimistic sales expectations.

The way you create, evaluate, and implement these breakthrough product ideas is with **The Million Dollar Minute**. This simple process lets you immediately start tapping into all the powerful new product ideas you'll ever need. You'll bring dozens of brilliant new product and product-repositioning ideas to the surface that you never even knew you had in you.

And that's just the beginning. With **The Million Dollar Minute** you'll also learn how to evaluate each idea properly. You'll master the ability to distinguish a truly profitable product from a false hope that could actually cause you more problems and greater financial loss.

Then, after you've narrowed your product ideas down to a few powerful candidates, you'll find out how to pick the single most profitable product of them all for your business.

Finally, you’ll be given a new set of skills to help you put your new product ideas into action and achieve your sales goals. You’ll find out how to overcome any barriers that may stand in the way of properly implementing your new product ideas. And how to take the proper actions that will consistently produce substantial profits for your business.

Best of all, you’ll be surprised by how easy and how much *fun* it is to do all of this.

So in response to my question, “*Why create new products for your business?*”, here’s the answer:

By mastering the ability to create powerful new products or reposition existing products, you gain a tremendous amount of control over your business.

You gain the ability to capitalize on any new opportunity, cut off any potential threat from competitors, deliver precisely what your customers want or need most, and increase your profits in record time.

Case Studies of the Million Dollar Minute in Use

I can guarantee you that every person, every business (regardless of how small or how large) has not just one, but dozens of untapped, highly profitable product ideas within them. And that these product ideas are much easier to create than you might think possible.

The key is having a process that systematically allows you to bring these powerful ideas to the surface whenever you need them. **The Million Dollar Minute™** does just that. It’s a proprietary method that I’ve developed, fine tuned, and used for over 10 years to create highly profitable new products.

Here are a few examples of the exceptional results **The Million Dollar Minute™** has produced.

Case Study #1: A Profit Increase Of 50% From A Simple Product Upgrade

Brad Petersen, owner of Petersen Direct, is both a friend of mine and a client. For those of you who don’t know Brad, his company is one of the most successful providers of direct marketing copywriting and consulting in the country. For example, he recently created a full-page space ad that sold so much of his client’s product, they had to pull the ad because their factory couldn’t keep up with all the orders.

About a year ago, Brad called me with a question about how to close a lucrative deal with an important new client. An extremely large account, this client represented a tremendous increase in billings for Brad’s firm.

After getting all the details, I applied **The Million Dollar Minute** to Brad’s situation. What the process revealed was a hidden flaw in Brad’s pricing structure for his company’s services.

Based on this discovery, I then recommended a solution. Brad immediately applied this solution to the deal that was pending with the large client.

The results? The client accepted the contract and the new pricing structure without batting an eye. Which immediately put 50% more profit in Brad’s pocket for the deal.

Plus, since Brad now uses this pricing structure with all of his clients, his net increase in profits now exceeds 50%.

How much is a single product upgrade worth to *your* business? It all depends, but wouldn’t you be happy with a net increase in profits of 50% almost overnight?

Case Study #2: An Immediate Increase In Revenue Of 714%

Pamela Yellen is the CEO of the Prospecting And Marketing Institute. She recently retained me to help solve a very unique problem.

Among their many excellent products, the Prospecting And Marketing Institute offers an advanced training program for financial service professionals. Pamela realized that this program was substantially underpriced and wanted to increase the tuition from \$700 to \$5,000.

No, that’s not a typo. Pamela was suggesting a price increase so bold, we weren’t really sure it was possible.

The challenge was how do you put this sizable of a price increase into effect without losing the majority of your customer base?

The solution was developed by applying **The Million Dollar Minute**.

Originally, the advanced training program was sold as a 3-day seminar with a full year of follow-up. The product repositioning we developed was to “flip” the perspective to restructure the training.

Instead of positioning the product as a 3-day seminar, we positioned it as an in-depth, yearlong training program, including 12 months of personal support, with the whole thing kicked off by a 3-day intensive training. Sounds more substantial already doesn’t it?

All advertising copy focused on the yearlong program and its wide range of components – there was never any mention of a 3-day seminar.

Also, it’s important to note that all of the program’s components remained essentially the same. The only things that changed were the positioning and the price increase.

How well did this repositioning do? Pamela received the same number of enrollees for the “yearlong program” at \$5,000 per seat as she had for the previous “3-day seminar” at just \$700 per seat. That’s an immediate increase in revenue of 714%.

More importantly, since this product continues to sell out each year at the increased price, this represents an increase in sales of over \$1,000,000 in just a few years. Proof that a single product idea can easily be worth a million dollars or more to your business.

Case Study #3: My Own Million Dollar Windfall

In 1992 I was a very successful direct marketing copywriter. While I enjoyed the work, I realized that my clients were making a lot more money from my copy than I was. For one thing, my income was limited by how many hours I could spend writing each week.

On top of that, I was giving away valuable advice for free. Because whenever I wrote copy, I always spotted flaws in a client’s marketing strategy, and wanting the piece to be as successful as possible, I’d recommend highly profitable alternatives.

Unfortunately, that’s how the copywriting game works. You make strong recommendations, the client profits from them, but you’re still paid only the fee you originally agreed on.

So I put **The Million Dollar Minute** to work for my own business. How could I make better use of my time, get paid more – even make money when I wasn’t working?

Once again, **The Million Dollar Minute** delivered a powerful solution. Actually, it was a two-pronged idea. First, I realized that I could “multiply” myself by creating information products that sold my advice over, and over, and over.

Now this idea in itself isn’t new or revolutionary. But the process revealed a completely unique twist to information products that allowed me to charge a substantial amount for each product. These products sold for between \$100 and \$600 each, as opposed to the \$30 or so that an ordinary information product sells for.

The sales of my new information products exceeded my most optimistic expectations. One product I created produced \$56,000 in profits the first day it was launched. A second product brought in \$64,000 within two days of its introduction. And all of this was due to a simple, highly profitable solution created with **The Million Dollar Minute**.

Next, I repositioned the other division of my business to sell my consulting services and copywriting services separately. In fact, I focused almost entirely on consulting and now it’s rare that you can hire me to write copy without the consulting component as well.

As with any change, I was a bit nervous when I announced to my clients that I’d be cutting back significantly on the amount of copy I wrote and I’d be concentrating instead on consulting. Plus, my rates were going up substantially! However, once again the results were extremely satisfying.

Most of my clients stuck with me and paid my higher rates. Overnight, my income increased by nearly 60%. And while a few clients grumbled about the price increase, many told me, “It’s about time. I wondered when you were going to start charging what you’re really worth.”

Here’s the bottom line: As a result of one new product idea and repositioning another product, the revenue for my business catapulted from the low six-figures to over \$1,000,000.

The reason I’m telling you this is not to brag. But to show you how any business has windfall profits hidden below the surface, just waiting for the taking. And that I never would have seen my own increased profits if I hadn’t used **The Million Dollar Minute** to bring these product ideas to light.

Case Study #4: Who’s Next In Line?

You’ve just seen three case studies of **The Million Dollar Minute** at work in the market place. You’ve seen the power of a single product idea to create a quantum leap in sales and profits.

You’ve discovered that you no longer have to settle for incremental, baby-step thinking and profits. Because **The Million Dollar Minute** produces huge, chasm-crossing leaps of thought – and the profits that accompany superior product ideas. And now that you’ve seen what’s possible, it leaves just one question:

Will *your business* be the next Million Dollar Minute™ success story?

If you’re ready to add this powerful process to your business and experience a quantum leap in your sales and profits, there are three options for getting started. These are:

1. **The Million Dollar Minute** Product Development Services
2. **The Million Dollar Minute** Immersion Training
3. **The Million Dollar Minute** Home Study Course

Let’s take a look at how each option works.

The Million Dollar Minute Product Development Services

Our main service is to create breakthrough new products for you or reposition your existing products for greater profits.

This is done with your team and ours at our “Idea Engineering” center here in San Diego (where it’s always sunny and warm).

Each project is customized to your specific needs. Bottom line, you’re guaranteed a powerful, breakthrough new product that you must be thoroughly satisfied with. We don’t stop until we’ve come up with a product that has you jumping out of your seat with excitement. For more details please [Click Here](#).

The Million Dollar Minute Immersion Training

If you’d like to turn yourself or your staff into certified “Idea Engineers,” our Immersion Training will give you the right stuff.

Immersion Training is usually conducted here at our San Diego center. However, on occasion, we travel to a client’s site to conduct the training.

Fast-paced and packed with fun, you’ll emerge from the training as a fully qualified “Idea Engineer” – ready to create unlimited, highly profitable new product ideas of your own.

For more details please [Click Here](#)

The Million Dollar Minute Home Study Course

The Home Study Course is a fast-paced training in all of **The Million Dollar Minute** techniques. This 60-page manual has been kept lean and tight to get you up and producing breakthrough product ideas in the shortest time possible.

Yet, despite its compact size, you get far more than just a “here’s what you should be doing” skim-the-surface course. **The Million Dollar Minute** Home Study Course gives you everything you need to create new products or reposition existing products to produce the kind of results your business needs today and for the future. Here’s a quick overview of the course:

- **A breakthrough “Idea Engineering” process for producing high-profit products and product-repositioning ideas on demand.**

In a business environment that changes at blistering speed, the rules have changed. Regardless of what business you may think you’re in, you’re now actually in the new product business. You must have new products or reposition existing products to keep up with the fluctuating demands of today’s market place, the rapid changes in technology, and to seize every opportunity that comes your way.

Powerful product ideas are the new currency that allow you to keep your company from becoming outmoded. And give you the edge you need to outwit and outperform your competitors.

- **A sure-fire process for evaluating the true profit potential of any product idea.**

Producing groundbreaking product ideas is obviously an important skill to have. But equally as important, it's crucial that you understand precisely how to measure and evaluate the true profit potential of each idea.

This kind of strategic decision cannot be taken lightly. Select the wrong product idea and you put your project, perhaps even your entire company, at serious risk. But select the right product for the right market at precisely the right time and you can expect windfall profits.

- **A step-by-step process to plan, execute, and make sure you achieve success with your new product.**

Once you have a million-dollar product idea, you must be able to successfully carry it out. Unfortunately, most businesses lack the skills to do this. Let's face it, we all know of far too many great ideas that never got past the starting gate.

That won't happen to you. **The Million Dollar Minute** gives you a unique set of skills to make sure you achieve your goal.

You'll learn how to overcome any barriers you may encounter. And how to take the proper actions that lead to consistent, substantial sales and profits for your company.

In a nutshell, **The Million Dollar Minute** is a breakthrough “Idea Engineering” process for producing lucrative new products or repositioning existing products, evaluating and selecting only the most profitable product ideas, and carrying through your project for maximum results.

You Also Get Two More “Hidden” Benefits

In addition to being able to create million-dollar product ideas on demand, there are two more important benefits you should know about. First, in case you may be thinking that you aren't the creative type, I guarantee you'll change your mind after reading the Home Study Course. You'll see for yourself that the process of creating high-impact ideas is actually 95% application of the process and only 5% inspiration.

You'll discover how simple it really is to produce blockbuster ideas you may never have thought you had in you. And it's all due to a step-by-step process that can be learned and applied by anyone. Even if you never thought you had a creative bone in your body!

The second thing I want you to know is...

**The Million Dollar Minute process is
more fun than should probably be legal!**

You'll have more fun with this process, while inventing immensely profitable product ideas for your business, than you ever thought possible.

Truly creative thinking is relaxed, loose, and more fun than most people can imagine. After reading the Home Study Course, you'll be completely exhilarated, brimming with a new found energy, and infused with a newly discovered passion for your business. I guarantee it!

**Here's How To Start Creating Million-Dollar
Products For Your Business**

The Million Dollar Minute Home Study Course is available as a downloadable file. This means you could be reading and benefiting from it within the next few minutes.

I've kept the price to a remarkably low \$24. I want to make sure that it's affordable and a “no brainer” decision for anyone who is really interested in giving their business a tremendous advantage.

The easiest way to order is to use the secure order form right now. You'll immediately be e-mailed an access code so you can download the course right now.

Or, you can print the form and fax it to my office at **(760) 944-5788**. We accept fax orders 24 hours a day, 7 days a week.

You can also order by calling my office at **(760) 944-5646**. If the lines are busy, please leave a voice mail and someone will get back to you the same day.

The fourth option is to fill out the order form and mail it to: **Stratford Marketing Group, Inc., 2039 Bruceala Court, Cardiff, CA 92007**.

Our No Hassle “That's It!” Guarantee

Our policy on all our products and services is that you must be completely satisfied – in fact, elated – with what you get. So here's our clear and simple guarantee.

Download the Home Study Course and put it through its paces. You can “test drive” all aspects of **The Million Dollar Minute** as many times as you'd like for 12 full months.

If you don't produce at least one highly profitable product idea that causes you to shout, “*That's It!*,” I want you to ask for, and get, your entire investment back.

Just let me know that **The Million Dollar Minute** didn't work for you and we'll send you an immediate refund. I wouldn't have it any other way.

**The Power To Create Highly Profitable
New Products Is Now Completely In Your Control**

Well, that just about wraps things up. I thank you for taking the time to read this and I'm confident you found it as beneficial as I promised.

If you're serious about giving your business a tremendous advantage over all your competition... if you'd like to be able to create ingenious new products on demand... if you'd like to have the confidence of knowing you'll always be able to meet and beat the demands of a constantly changing marketplace... **The Million Dollar Minute** will get you there.

And remember, being able to create highly profitable new products is a skill that will benefit you both today and for as long as you're in business.

Sincerely,

Bob Serling

P.S. Don't forget about our hassle-free “*That's It!*” guarantee. We're happy only if you're happy.

Take 12 full months to prove to yourself how profitable **The Million Dollar Minute** can be for your business. You'll be delighted by how easy it is to put the process into action. And by the endless stream of high-profit product ideas you come up with.

Order now through our Secure and get instant access.

Or print out the order form and fax or mail in your order.