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**Secrets Revealed By Top Aussie Copywriter On How You Can Send
Your Cash Register Into Melt-Down No Matter What Business You Are In!**

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Introduction

Dear Friend,

If you're interested in having all your marketing efforts make more money (a LOT more) quickly and easily, then this is the most important book you will ever read, because I believe I've found someone who can make marketing your business SUPER easy.

Once I saw Brett McFall LIVE in seminar and took away his amazing way of looking at business and at marketing, I knew I had to get it down into a form that you could enjoy too.

And that's the basis of this book. To “train your brain” HOW you need to think in order to create “killer” marketing tactics.

I personally worked with Brett on this creation. I learned so much and you will too in the following pages.

Picture this...

How would it feel to have customers chasing YOU, instead of the other way around? How would it feel to have customers LOVE your prices, instead of trying to bargain you down? How would it feel to have your product sold in MASSIVE quantities in a very short space of time?

You've just run an advert for your business, or emailed your database a special offer. Within minutes of it hitting **your phone begins to ring**. The calls are from customers desperately wanting to buy what you've advertised. They're even asking you to put their order to one side so they don't miss out. They'll be down in a moment to pick it up.

THAT'S ONLY THE START OF IT, BECAUSE ...**The next minute, you start receiving faxes.** These are from customers who couldn't stand being put on-hold. They were too scared they'd

miss out! So they faxed you an order straight away. It contains their credit card details too. So the sale is all but over and you've hardly done a thing.

Your email in-box is filling up with order notifications! People have ordered right off your website ... their credit card has been automatically charged ... and all you have to do is send your product off to them!

NOT ONLY THAT, BUT... **Customers are virtually running into your store** holding your ad. They want your offer and they want it now. They've got cash in hand and they're literally throwing it at you. In fact, they're desperate to have what you sell.



Has this ever happened to you?

Well just in case it hasn't, here's Brett McFall to teach you how you can do it too. He'll prove to you **today** that it can happen very quickly and very easily –

no matter what business you're in!

Jane Hagarty, Proven Business Systems



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About the Author

Let us introduce you briefly to Brett...

Brett lives with his wife Lisa in the Blue Mountains, New South Wales Australia and has been writing ads since 1988. He's written well over 8,500 ads for huge companies right down to small and medium sized businesses including software developers, curtain manufacturers, worm farmers, air conditioning installers, entertainment venues, butchers, mail order businesses, stencil concreters, lawn mowers, shopping centres, accountants - in total, 153 industries.

He is a professional direct-response copywriter, and a sales letter specialist. He's studied over **80 books and courses on advertising alone** (*most of which he's read more than 7 times each*), as well as marketing, business and personal development programs. Brett provides Australia's most proven information on advertising through a monthly newsletter ("[The McFall Report](#)"), a 180+ page advertising course ("[Inside Secrets Of Advertising](#)"), A beginners guide to marketing ("[The Lazy Way To Advertising Riches](#)"), LIVE Seminars ("[Ad Camp](#)") and more. And every product is money-back guaranteed to coach business owners and managers how to create customer-generating, moneymaking advertising ... online or off.

Here's what Tom Hua – the product creation expert from Melbourne, Australia has to say about him (*in fact, what you're about to hear is amazing*) ...

"I've been marketing on the internet now for years and make up to \$2,000 a day. I've been in contact with some of the best copywriters the world has to offer. In fact, they hound me to use them. But I don't. Not since I stumbled upon one of the most gifted copywriters in the world, Brett McFall.

From the first time I saw his copy in action, I knew it literally meant hundreds of thousands of dollars in EXTRA income for me. Income that few other writers could bring about. In fact, in my first project with him, his copy SOLD OUT a \$2,497 seminar in just 7 weeks. With another 102 people screaming to be put

on a waiting list (that's how desperate his copy made them to hand over their money). I've never seen that happen before.

From the moment you do, you will begin to discover the simple secrets that will turn your business into a money-machine."



Tom Hua

Hopefully you get the idea that what you're about to get is information from the best of the best – cause that's exactly what Brett is.

So if you own a business (like we do) ... *or you need to attract customers to the company you work for* ... this is your lucky day! You've just stumbled upon the very strategies that can do it for you in **DOUBLE TIME**. And **TRIPLE TIME** if you're good.

So grab a cup of coffee, sit back and join us, as we go on the money making journey of a lifetime... Enjoy.

Warmly,

Jane Hagarty

P.S. Boy, I'm excited! This is one killer book of proof! And the catalyst for hundreds of thousand of dollars being made just by following Brett's simple formulas... I can't wait for you to start using the info and seeing the unbelievable results!

Cash Key # 1



5 Little Known Secrets To Get Your Sales Taking Off Like
A 747

Cash Key # 2



The Killer Questions You Can Use To Get Your Prospects
'Over The Line' ... And Handing You Their Cash On A
Plate

Cash Key # 3



Discover The Truth About Your "USP" And How To Use It
To Make You Millions

Cash Key # 4



Discover The "Little" Technique Which Will Catapult Your
Sales Into Overdrive

Cash Key # 5



How To Make Tens Of Thousands Of Dollars On The
Internet

Cash Key # 6



How To Advertise Your Product Or Service On The Internet
ABSOLUTELY FREE!

Cash Key # 7



How To Use Publicity To Get You Coverage WITHOUT
The Price Tag



5 Little-Known Secrets Make Your Sales Take Off Like A 747!

SECRET #1 - Use A Kick-butt Headline

Look, by far THE best way to lock people on to your ad like a kid on a Snickers® Chocolate bar, is to **USE A KICK-BUTT HEADLINE** that blows them away.

I'm talking about a headline that does more than tell people your business name. And one that does more than yell "CRAZY BOB'S SALE!"

I'm talking about a headline which virtually punches your prospect in the nose (in the nicest possible way, of course), grabs them by the collar and says, "*Hey pal, if you do just one thing today, make sure you spend just 30 seconds hearing what I've got to tell you!*"

A headline like this for instance:

WARNING:

***If you're looking for a new car,
don't do anything until you read this:***

And that's it! That's a 'killer' headline. (Of course, you can just adapt this headline to suit your business - because chances are that you're not selling a car, right? Hey, who knows. Maybe you are. ...whatever.)

But if you just use this powerful technique alone - just putting a kick-butt headline at the top of any sales message you create - the amount of people that actually stop on your ad WILL increase dramatically.

Why? Because we've been trained to read headlines.

Do you find the following true?: When you read a newspaper, you find yourself choosing which story you're going to read JUST by glancing at the headlines?

So do your customers. We all do. That's why it's so important that you don't waste this critical part of your ad.

Here's another drop-dead killer headline...

Do you pay too much tax?

Read This Message Before You Make A Mistake And Choose The Wrong Accountant!

See what that headline does?

It's only job is to get people to read your ad. It's not there to;

- * sell your complete product or service ... or
- * push your logo down your prospect's throat.

It just has to show them quickly and easily that by reading your ad, they WILL get help.

One thing you must understand (*and you won't hear this from any wanky advertising agency either*) - your prospect doesn't care WHO you are, until you can show them HOW you can be of benefit to them.

ONCE AGAIN (*because it's so important*): Your prospect doesn't care WHO you are, until you can show them HOW you can be of benefit to them.

Memorize that.

That's what a powerful headline does.

It tells people "*what's in it for them!*"

That's a **key principle** to follow if you want to create sales messages that make a lot of money.

Do you want to change one word in your headline and multiply your response by 2,960%?

Simple.

Use the most powerful word you can ever unleash on your prospects:

The word... "**FREE!**"

For example...

"Free Report reveals..." or ...

“FREE Offer To The First 30 People!”

That's an instant way to cut through the clutter.

Here's another response-blowing tip you've probably NEVER heard before (which may have been holding you back from making extraordinarily huge profits)...

By the way, the unconventional methods that I'm recommending here may make you a bit uncomfortable.

That's okay.

Do you want pretty pictures ... or do you want results?

My methods are based on the proven results that I've achieved for my clients - and that's why you're reading this message, isn't it?

Here's something else: This "unconventional" approach is also WHY many ad agencies and some marketing "gurus" aren't huge fans of mine.

My ads don't fit their mould for beautiful, pretty, "professional" award-winning creations.

I don't particularly care. I don't enter awards.

To me, the only ad that's worth anything is one that does what it's supposed to do - **MAKE YOU MONEY**. I've proven what works by writing over 7,800 advertisements and sales letters.

... and I want you to know how to do it too.

If you find someone who guarantees your money back if an ad doesn't work (**like I do**), then you'll know you've got someone worthwhile.

Moving on ...

Believe it or not, you can make another slight change to your headline which can **increase your results by up to 500%!!**

You should always attempt to rearrange your headline to contain the words "**how to**".

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For instance, we could combine a couple of the secrets I've just revealed to you (*and add a sense of humor*) to create a super powerful headline...

**"Free Report Reveals How To Create Killer Advertising
Like Australia's Best Ad-Writer, Brett McFall!"**

(Ahem ... of course, feel free to insert YOUR name in there now that you know these headline secrets, okay?)

What's more, you should create dozens of headlines like this. Test a new one out every week till you find one that gets more response than any other.

Wanna really make some impact?

Here are some recent headlines that I've created for some clients (and myself, actually).

These are headlines which arouse uncontrollable curiosity:

REVEALED!

**The Sneaky Little Secret Banks Use To Turn Their Foreign
Exchange Mistakes Into YOUR FAULT! (*What you discover here
could be the most important news you read all day!*)**

Here's another...

**The Embarrassingly Simple Secrets Of An Expelled
High-School Rebel, Who Consistently Makes \$27,000**

**On EVERY House He Buys In Just 2 Short Years ...
And The Best Part? You Can See How He Does It For FREE!**

And here's a super headline for my latest course...

"The Astonishing Secrets Of A Western Sydney Nerd ...*Who Failed His High School English Exam ... Yet NOW Writes Ads That Bring In Thousands Of Dollars EVERY TIME!*"

Pretty powerful, right?

That's all there is to it.

OK – moving right along...

SECRET #2 - Blatantly Tell People WHY You Are Different From The Rest

You can't afford to be the nice, quiet business person who;

X sits in the corner;

X doesn't offend anyone; and

X doesn't get noticed.

This is your business and if you don't make regular sales - IT'LL BE QUITTIN' TIME for you faster than a speeding bullet!

We each witness at least 3,000 marketing messages a day!

So you must separate yourself from the competition as clearly as you can.

Discover, isolate and dramatize ALL the reasons for doing business with you instead of someone else. Make it clear why someone should choose you.

Actually tell them...

**"Here are 5 irresistible reasons why you
should dine here at Brett's Cafe!..."**

And then pump out those reasons like a baker making hot-cross buns at Easter.

1) You get the fastest service in town (and if you aren't seated within 2 minutes, we'll insist you have a cup of coffee - *in our biggest mug of course* - and a gourmet cookie on us!)

2) You'll find the biggest, best tasting meals by far (our chef is constantly reviewing the menu to make it just perfect).

3) You can join our "Lunch Club" and receive a FREE Lunch on every 7th visit (*what a deal!!*)

4) Your lunchtime sandwiches come in your choice of 11 different breads (if we don't have the bread you like, just let us know and we'll do our best to have it for you next time!)

5) And we have over 57 different coffees for you to try (the biggest range of coffees in the country! Yes, even bigger than that large American "franchise" which we won't name!)

You could keep that list going for as long as you have good things to say.

Absolutely bury your customer in clear, concise reasons why you represent much better value than your competitors.

SECRET #3 - Sell The EMOTIONAL ...

Not The Physical.

It doesn't matter whether you sell hardware, clothes, consulting services or whatever else.

People **DON'T** buy what you're selling.

What do they buy?

They buy **WHAT THEY GET** from what you're selling.

And that's a critical secret that 9 out of 10 business owners don't realize.

You do now.

Make sure you use it.

- √ **You don't buy a vacuum** - you buy a cleaner house.
- √ **You don't buy a car** - you buy a comfortable (*and sometimes more prestigious*) way to get around.
- √ **You don't buy an accountant** - you buy an easier way to pay less tax.

Here's an example for you - some copy I wrote to promote a weekend seminar for investors.

See if you can FEEL the emotion in the words?

Very simply, this event could be the turning point in the lives of those who participate. Why? Because they will be taught the ultimate skill -

How to earn a sensational income anywhere, anytime ... for the rest of their lives ... by following a few simple-to-understand, super-charged investment strategies.

The people who come to this event are going to have the unparalleled opportunity to spend an entire day in the company of the brightest, most-gifted investment experts alive today.

This is one day you will never forget. **From 9am in the morning till 11pm at night**, you will literally be shaking with excitement as Australia's wealth gurus pour out their turbo-charged wealth secrets one after the other ... and then just when you think they've given their all, *they'll squeeze their minds for more money-making strategies LIVE on stage.*

These masters have committed to one thing: to not leave the auditorium until every single person has so many ways to make oodles of cash, that they don't know which one to start first. You will be dumb-founded. You will get a virtual 2 day education jammed into one mega-day.

So ...it's not just some guys raving on all day up on a stage

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Do you agree?

The copy reveals the real benefits - why someone should attend.

For example:

- √ The excitement
- √ the prestige of being close to such geniuses
- √ to learn rare secrets
- √ to change your life
- √ to earn much more money.

People ONLY buy the emotional, not the physical.

SECRET #4 - Make An OFFER No-One Can Refuse

Let me ask you something:

If you were to make what you sell available absolutely free, would it be easier to get it into your customers' hands?

Of course it would, right?

So you should realize that the real barrier to what you sell is THE PRICE.

People are constantly evaluating whether they want to hand over the amount of cash that you ask for. They're not really "just looking" (*as many people say they are*).

If it was free, they'd be ripping it off the shelf and taking it home faster than you can yell "thief!"

What they're doing is evaluating whether it is worth handing over a certain number of bills for what you're selling or whether someone else might take a few less bills for it.

It's called shopping around.

So, what does this mean for you?

Simply this: If you can demonstrate to your customer that they get much more value - and I mean MUCH, MUCH more - than what they're actually paying, you won't have an ounce of trouble getting sales.

For example, if you're selling a coffee table for, let's say, \$199 and everyone else is selling it at near the same price, you'll get the sale every time if you offer to:

- √ Throw in a table cleaner valued at \$19.95 (*real cost around \$3*) ... Plus
- √ throw in a Free Report on "**10 Easy Ways To Keep Your Furniture Looking Like New**" (*something you and your team can whip together in about 20 minutes on any PC*), valued at \$21 (*real cost 90c*)

Are you getting the idea?

What if you go even further and ...

- √ **Organize a deal with a local restaurant for a "50% OFF Voucher"** valued at up to \$40. It costs you nothing, and it's a great way for the restaurant to have you advertise them
- √ **What about if you get the local cinema to also give you a "2 for 1 Voucher"** (again, no cost to you whatsoever, but worth at least \$10 or more to your customer)

What if you then tell your potential customers, "**Don't pay for 7 days, and if you don't like it, bring it back - no charge! And you can keep the bonuses as our thank you for trying it out!**"?

Man that's a strong offer, right?

Do you see what you've just done here?

You've added around \$90 worth of EXTRA value that's cost you virtually nothing. And you've delayed payment for only a week.

Yet in your customer’s eyes, your offer spells “V.A.L.U.E.” that makes you the **only** business to shop with.

Does that make sense? Easy.

SECRET #5 - Prove What You Say Is TRUE

Want to spur sales on even more? Good. Then **USE PROOF**.

If there's one thing in this world that we're all developing a healthy dose of ... it's LACK OF TRUST.

X We see people getting ripped off on the news.

X We read about it in the papers.

X Current affairs programs slap us in the face with a new scandal every day.

It's only natural that we all have become a bit more guarded about people who are trying to sell us things.

Well, your customers feel exactly the same way about you (*apart from those you've developed a relationship with of course*).

And you have to face that fact head-on.

What's the easy way? Simply show your potential customers how other people fared when they shopped with you.

How?

Use testimonials.

Why do you think that those late night commercials selling fitness equipment, weight loss products, make-up and more are 90% testimonials?

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It's BECAUSE THEY WORK!

As cheesy as some of those seem - **they work.**

For example, here is a testimonial from my own files...

"The first campaign that I put together after completing Brett's course had unbelievable success. Within 9 days I had tripled my advertising response and earned an astounding \$28,600. Not bad for a \$180 outlay!"

David Chettle, Under Construction Personal Training

Now, there's something very special about the way this testimonial was written. Did you pick it?

The testimonial is completely BELIEVABLE.

Why?

Because they contain the endorsee's full name. That's the key. No initials like ... "A.N. from NSW" - testimonials like that scream "FAKE!!!!!!" which *defeats the whole purpose of using a testimonial in the first place.*

Show proof of what you say is true in every ad you run; insert 2 or 3 testimonials from your satisfied customers but **ONLY** if you can use full details. Some of mine even carry phone numbers and website addresses, so that prospects feel even more secure that the person EXISTS.

And here's a BONUS just for you!!!

Now, what you have just read are 5 'killer' secrets for making MASSIVE AMOUNTS OF CASH from your advertising here is *an even better secret!*

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Listen to this:

Research has proven that people are 400% to 500% more likely to read your ad ...

WHEN IT DOESN'T LOOK LIKE AN AD!!

Ain't that something? What a gift that revelation is ...if you're switched on.

What do people WANT to read?

Well, think about it.

Isn't it true that a whole truckload of people buy certain things every week like they were going out of style?

Things like ... **magazines and newspapers?**

Of course they do. They happily pay for these things. In fact, they hunt them down. Making it a part of their daily routine to go and get them.

How about you make your ad look like:

✓ an important piece of news

✓ or an urgent memo

✓ or a community announcement

✓ or an emergency message?

What if you were to do that?

What if you were to write a headline which is so compelling that few people could resist reading a little further?

Let's say you're a carpet cleaner for instance:

WARNING: Before you have your carpets cleaned, you must read this:

Or...

The Amazing Health Secret For People With Sensitive Noses

Or...

Confessions Of A "Banned" Carpet Cleaner

Then what you do is :

You actually give them some good information (**not** your company's features);

√ Some news

√ Something useful and worthwhile

√ Something they didn't know.

What if the copy was to run something like this...

Some carpet cleaners only understand the Chem Dry method of cleaning. Or perhaps the Steam clean method. But did you know that both of these methods can damage your carpet?

In fact, both methods can age your carpet 37% faster than a brand new method which is much more sensitive to the fibers. It’s called “Wonder Clean.” Scientifically designed to clean your carpet more thoroughly (including getting those annoying spots out that some cleaners say is “impossible”), while not damaging it.

What it means is, your carpets stay cleaner for longer. And they retain their color (unlike some treatments which can actually suck some of the color right out). That’s the good news. The bad news is, there’s only one company in Sydney which uses this new method.

So, if you need your carpets cleaned, you should call (00) 0000 0000 and make an appointment with John Smith, for a free demonstration of this amazing new technology.

Wanna boost your response even more?

EASY! Offer something for free.

Get them calling you for something free first. That way, their mind will be off the price and on to the free bonus.

Perfect!

How many more calls do you think you’ll receive using this technique?

Well my friend, I create these sorts of advertisements for my clients all the time and they quite often double ... triple ... and quadruple their response OVERNIGHT!

How to Harness the Power of Killer Questions

Get Your Prospects ‘Over the Line’ And Handing You Their Cash On A Plate!

What you are about to discover could be the most profitable secret you learn.

I’m about to unveil one of my most guarded copywriting secrets. This secret is easily responsible for tens of thousands of dollars in sales for my clients and myself.

You may not realize this yet, but there is a super simple way to help your prospects take action on buying your product or service.

The power lies in ... KILLER QUESTIONS.

You know, six and a half months ago, all that I added to a sales letter was a set of questions at the end. That’s right, I just spent 3 minutes typing in some questions and my conversion rate **increased by 8.3%**.

Now, mind you, they weren’t just any questions (as you’re about to find out); they were “killer questions” that resulted in \$3,405.40 in extra sales for me.

Not bad, huh?

If you’ve ever sold anything for a living, then you may already have discovered the power of questions.

The thing about advertising which you must realize (something which 99.9% of advertising agencies have no idea about) is that advertising is simply selling ... but selling in writing!

Which means that the same principles that apply in selling one-on-one (yes, the things you may have learned from sales legends like Tom Hopkins, Zig Ziglar, Joe Girard, Dale Carnegie, Mary Kay Ash ... and so many more) apply in advertising. Effective, direct-response advertising.

Isn't that great news?

It means that, if you know how to sell, then you don't have to worry that you're not the most creative person in the world.

It means that you don't have to hand over your marketing to some wanky ad agency (thinking that they know how to sell – THEY DON'T ... but making things pretty ... well, maybe).

If you're not experienced in sales, don't worry.

I'm going to show you exactly what to.

You can use questions in your copy (and 'copy' is the trade term for the 'words in your ad') ... the same way that you would use them in person.

I should show you what I mean. Let me give you an example of how I used questions to great effect in one of my recent sales letters for a client...

What Jamie will reveal to you at "**Money-Making Secrets Of The Rich REVEALED!** - The hottest wealth strategies of the next decade" could truly change the way you live forever ... in a very short time.

LET ME ASK YOU SOMETHING: Could you get excited about earning an extra \$5,000 a month doing not much more work than you're doing right now?

Can you see the value of understanding this exclusive information?

Are you looking forward to taking control of your life and having the power to decide how much money you make ... AND how much you work?

Doesn't it make sense to discover the wealth strategies that very few people know? (Only 3% of Australians retire financially independent - don't you owe it to yourself to make sure that you're one of the few with the peace of mind of having as much money as you need?)

How important would it be to you to be able to provide an exciting future for yourself ... your partner ... and your family, where you have a lot of money coming in, for very little effort? Isn't this what you've always dreamt about? If you said yes to any of these questions, then you must pick up the phone and register now. You'll be glad you did.

Sincerely,

"John Smith"

Did you notice the “**killer questions**” I used?

They focus like a laser beam on the prospect’s inner thoughts.

They get her to question herself.

They get him doubting his natural resistance of being sold to.

I find that most copywriters rely too much on their ability to create a convincing sales argument. They get caught up in constantly reminding the reader of all the benefits they’re going to receive.

This has its place in a sales letter. But, you can double the effectiveness of all your copy if you back it up with “**killer questions**” that help your prospect to make up their OWN mind instead of you making it up for them.

The persuasive ability of questions is simply astounding. The critical part is HOW you word them.

I can make it super simple for you to apply this incredible technique right now!

If you look at the example I just gave you, you’ll find that you can actually adapt the questions I used to your business. No matter what you do or what you sell, you can actually use the same questions for your own profit.

All you have to do is use the first part of the question, and then put in your own ending.

Here are 9 ways to do it:

9 "Killer Questions" To Increase Your Sales

- 1. Could you get excited about ...?**
- 2. Can you see the value of ...?**
- 3. Are you looking forward to ...?**
- 4. Doesn't it make sense to ...?**
- 5. How important would it be for you to ...?**
- 6. Don't you feel that you deserve ...?**
- 7. Wouldn't it be wonderful if ...?**
- 8. Do you see the benefit of ...?**
- 9. Isn't it reassuring to learn ...?**

Now, do you know what you should do with these incredible money-making tools?

- ✓ You should print this report out and staple these questions to a wall in your office ... or
- ✓ place them in your organizer ... or
- ✓ pop them in a folder and keep them handy.

Why? Because, if you're smart, they will become the back bone of every letter and every ad that you write, to bring in more sales.

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Again, just use these question-starters and then add in your own benefit-packed ending.

Here are some examples to make it crystal clear...

“Can you see the value of ... (upgrading your computer to a big beefy Pentium IV, with lightning fast speed and more memory than you’ll ever need?)”

“Are you looking forward to ... (selling your home for the price you want and in record time?)”

“Don’t you feel that you deserve ... (to take a relaxing holiday and just ‘switch off’ for 2 glorious weeks?)”

“Wouldn’t it be wonderful ... (to invest \$10,000 today and have over \$14,000 sitting in your account in 12 months time?)

See how easy it is to make these “killer questions” work for virtually anything? *(Hey! That was another “killer question” in itself!)*

Used with understanding of your prospect’s wants and desires, these amazing tools can revolutionize your marketing and help send your profits through the roof.

Discover The Truth About Your "U.S.P." and How To Use It To Make You Millions!

I want to make sure that I talk to you about something critical (it's something I've been going on and on about for years!). It could literally engulf you in all the money and success that you've ever wanted.

What is it?

To put it simply, I just saw some great TV advertisements which reminded me about a key marketing strategy that you should be using. They were just your basic 30 seconds too. Not even those compelling infomercials.

But you know what? Not one of the great ads I watched is going to win any awards. Take it from me ... no-one in the wanky advertising world is going to be modeling them as they search for another stupid creative idea to sell pantyhose.

To be honest, no one outside their target market is going to even remember the ads.

Hmmm ... sounds pretty good, right?

Well, actually, they were. I'm about to tell you the simple reason why. They were great because they contained one critical element which 99% of ads don't.

They had a clear reason why you should take action.

It's what I like to call, "the one thing that makes you King".

Now, in competition-rich America, copywriters have been forced to search more intently for their client's UNIQUE SELLING PROPOSITIONS (U.S.P.'s). Here in Australia, 99% of our

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copywriters are still asleep at the wheel of their Audi A4. Of course, the United States of America have their fair share of crappy, money-wasting advertising too, just like every country has.

But, all you need to worry about is this; if you aren't giving your prospects **one clear reason** to do business with you, chances are that's WHY they aren't doing business with you.

Tell me: What IS the one key reason I should buy from you?

Think about that.

What is it?

I'm here right now in front of you.

- I'm in your store ... or
- I'm flicking through your leaflet ... or
- I'm visiting your website ... or
- I'm talking to you on the phone right now - tell me:

Why the *hell* should I buy from you?

STOP! Don't even begin to think it's because you offer me ***better value and service***.

Gimme a break.

Why? Because you haven't researched EVERY single business you compete with.

You haven't gone to see what it's truly like to be treated like a customer in EVERY single one of their stores. No one does.

Yet, which business owner ISN'T going to tell me they offer better value and service?

It's a dream. Everyone says it - very few do it. And it's hitting your back pocket.

If you can't quickly provide one clear reason why I should buy from you - I'm talking about **one clear, succinct sentence** - you are literally costing your business thousands of dollars.

You see, on average, up to 3,000 marketing messages a day.

Unbelievable, isn't it?

That's **three thousand**, my friend.

Can you remember what color socks you put on this morning, let alone the 5th ... or the 405th ... or the 2003rd sales message you saw or heard today?

Neither can your prospect.

That's why one of the biggest money-making secrets I could ever give you is to GET CLEAR ON YOUR U.S.P. Trouble is, not 1 in 100 business owners want to spend the time to work their U.S.P. out.

It's all too hard.

But, is it really?

My question is, "What if you don't?"

How hard is it going to be to turn your business into a money-making machine WITHOUT a USP? How can you expect your prospects to choose you over the rest?

X They don't know you.

X They don't work in your store.

X They don't have the privilege of knowing everything you do about your business.

Tell me something...

Are you guilty of wanting to just get some quick and nasty advertising out there, using the old "wait and see what happens" approach?

Are you

X hoping your customers get the drift of your message and then come running in?

X guilty of boring your customers to death with ads that look and sound professional but never really offer much at all?

If you are, then GET SERIOUS. In this world, it truly is the clear, straightforward marketers who get the money and lots of it!

Work with me here...

Are you the fastest at what you do?

- Okay, EXACTLY how fast are you?

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- What time measurement can you promise your customer?
- EXACTLY how long does it take to use or get your product or service?

Are you the best? Really? Prove it!

Who says you're the best? It's not good enough to just say. "I'm the best". You're not the Pope. Everyone doesn't automatically believe every word you say.

So how can you back it up?

Are you the most unique? Really? How unique?

- EXACTLY why are you unique?
- Why CAN'T I get what you offer anywhere else? And
- What's the benefit of this unique quality anyway?

Are you the biggest at what you do? Who cares?

You know, that's a killer question to constantly ask yourself when you're writing any ad for your business - "**Who cares?**"

Why? Because those 2 words, "Who cares?" give you golden answers. They force you to think in BENEFITS. That's the only language which matters to your customer.

- They're thinking about spending money with you.
- They want something from you.

So you've gotta tell them why being bigger MATTERS TO THEM.

Do you solve a problem that no-one else does? Hallelujah, now we're getting somewhere.

This kind of USP is one of the most powerful of all.

- What EXACT problem do you solve that no other business does?
- WHY is that important?

See what I mean?

Have you ever taken the time to work this stuff out?

It's really such a simple concept but virtually no-one does it. Many entrepreneurs spend more time choosing the color of their letterhead than working out the one thing which will drive customers into their stores.

ONE THING IS FOR SURE, not clarifying your unique selling proposition is going to cost you literally hundreds of thousands of dollars.

For instance - I was the first Australian ad-writer to offer a money back guarantee! You can't say "who cares?" to that, now can you?

For years I heard client after client whinge that the advertising agencies I was working for never stood behind their work. And they were right. Yet, I still couldn't convince my employers to address this concern.

So I did something about it myself.

I put my money where my mouth was - I went out on my own and became 100% accountable.

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Guess what?

- √ Clients started flocking to me like filings to a magnet.
- √ They started listening more intently to me.
- √ They started taking the risks I knew they had to.
- √ They agreed to the mind-blowing offers I created for them.

And yes, we started creating their unique selling propositions.

They also did something else - they doubled and tripled their profits overnight.

That one U.S.P. blew my business through the roof. Clients INSTANTLY knew why they HAD to call me.

So what's yours? What's your USP?

What is going to be that *compelling* ... *exciting* ... unique selling proposition which takes you out of the ordinary and puts you in a class of your own?

- Where there's no competition because you've created your own category.
- Where customers hold on to your business card tightly, for fear they might lose it.
- Where they bookmark your website for fear they might forget it.
- Where they brag to others about you because they're proud to be associated with you.
- What is it going to take to become that one powerful selling point in their minds?

- What is it that makes you KING?

What IS your unique selling proposition?

Something else to think about: What's it going to feel like NOT to have to compete on price anymore?

How will it feel to have customers pay for your product or service at the price you choose and be ecstatic about doing so?

You know the best part?

It's not going to cost you a single thing. **Nothing!**

You're already marketing yourself or your business except that you've left out one of the most important elements - THE ONE THING THAT MAKES YOU KING.

Be the ONLY one to offer something, then RAM that point home wherever you can.

It truly is the hidden secret for quickly and easily separating yourself from your competition, and making thousands of extra dollars in the process.

Discover a "Little" Technique Which Will Catapult Your Sales Into Overdrive

Tell me:

If you're not making the sales you want,

- How much longer are you prepared to struggle?
- How many more years are you happy to plod along from week to week?
- What's it going to take to start turning your results around?
- Are you desperate to do something about your situation?

Are you hanging-out to discover some little technique which will catapult your sales into overdrive?

- √ Some little idea that you can apply to give you a disproportionate share of business?
- √ Something to give you an unfair advantage over your competitors?

I'm glad! It means this information is going to the right person.

Here's where I'm going with this...

You will no longer play by the rules. Because of that, your sales will literally skyrocket, okay?

Here’s how:

I have a telephone that I want you to buy.

It’s a great telephone. In fact, it’s so good, I’m selling it for \$1,000.

Huh?

Yep ... one thousand big ones.

Wanna buy it? It has

✓ lovely buttons

✓ nice shape

✓ compact in size ... and

✓ you can call people on it.

So, do we have a deal?

C’mon – it’s a really good phone ... plus, I give great customer service too.

Interested yet?

No?!

So you’re not interested in buying my telephone for \$1,000? You reckon you can pick one up for around \$40 - \$100 at your local department store, huh? You reckon that there’s hundreds of them available - so why would you spend \$1,000 with me?

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Okay, all good points.

Perhaps I'll have to reduce the price and put it on sale. Or...

Perhaps I'll change the rules a bit...

Here goes:

If you buy my telephone for \$1,000, here's what I'll do - I'll throw in a \$300,000 home. That's right, a \$300,000 home with

✓ landscaped gardens

✓ an in ground pool

✓ double garage

✓ situated in a lovely area of course

✓ fully owned by you and

✓ yours absolutely FREE if you buy my phone for \$1,000.

How's that sound? How's my phone looking now?

Are you a little more tempted to buy my phone now?

Hmmm ... you have certainly changed your tune a little bit haven't you?

Just a second ago, you didn't want my wonderful telephone because you had all the telephones you needed or you could find plenty more elsewhere and undoubtedly at a cheaper price, right?

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Truth is, you’d be a fool NOT to buy my telephone, right?

It wouldn’t matter if you had 20 phones in your home already, you’d be stuffing that cash into my pocket as fast as you could, wouldn’t you?

JUST TO GET THE \$300,000 HOME!

My phone deal has suddenly become an... **IRRESISTIBLE OFFER!**

Welcome to the concept that will shoot your sales higher than Mount Everest at break-neck speed.

The IRRESISTIBLE OFFER.

This concept gets me more excited than any other. And it should do the same for you.

The example that I’ve just given to you proves two things:

1. What a silly fool I’d be to offer such a deal in the first place, *but more importantly* ...
2. That if the deal is good enough, your resistance to buy melts away like butter on a hot day.

The offer I just gave you, a \$300,000 home with the purchase of a \$1,000 phone (and it really could have been anything – I just picked a telephone as an example), was so irresistible that it only took you a millisecond to go from “Don’t want the phone, don’t need the phone” ... to ... “Where’s my credit card?”

That’s the powerful thing you need to understand:

If you can load your offer with so much value that your customer simply HAS to have it, you’ll never have to worry about making sales ever again.

Why? Because you’ll need to buy a truck just to carry all the money to the bank.

You may have even seen IRRESISTIBLE OFFERS in action before; deals along the lines of ...

√ “Buy this \$170 Drill and walk away with 7 night’s FREE accommodation valued at \$600”
... or

√ “Purchase This Investment Course And Receive A FREE Entertainment Booklet valued at \$500.”

Great examples of an **IRRESISTIBLE OFFER!**

You may have even seen charities and raffles using the “irresistible offer” concept.

Have you ever purchased an “Art Union” ticket or a “Boystown Lottery” where the money from ticket sales goes to a very worthy cause, but YOU go in the draw to win a magnificent home on Queensland’s Gold Coast or some other exotic location?

What a fantastic way to get people to fund a charity, right?

They’ve created an **IRRESISTIBLE OFFER!**

The question is, “How The Hell Do YOU Create An IRRESISTIBLE OFFER Like That?”

Well, you already know HOW to do it (*my examples have just showed you HOW to overwhelm your buyer with value*). All you need to know now is HOW to find the tools that will help you do it.

See, you understand the concept *so you're half-way there* - all you need to do is fill in the gaps.

Let me tell you one amazingly simple way to create an IRRESISTIBLE OFFER for your business today.

Firstly, there is one critical rule: it has to be LOW COST to you, yet of HIGH PERCEIVED VALUE to your customer.

How do you do that? I'm glad you asked.

What if you were to approach some restaurants in your area or some

- video stores
- gyms
- massage therapists
- cinemas
- book stores
- computer stores
- hair stylists

... basically anyone who sells something for a living.

And what if you were to utter these critical words to the managers of these businesses:

"Dear Sir/Madam,

I have an opportunity for you which I think could add a lot of sales to your bottom-line and get you a whole lot of new customers that currently don't know you, or haven't yet tried you.

Here's how...

I'm about to start a large promotion to grow my business, and I'd like to see if I can help you grow yours at the same time, without it costing you anything. And all you have to do is this:

Supply me with a special offer for your business. Something substantial to entice new prospects into your store. Perhaps like a 2-for-1 offer ... or 50% off ...or even something for FREE. But make it a strong offer.

I will then take that offer and promote it for you at my expense. And all you have to do is honor it if my customers choose to use it.

Here's why it's good for you: Every business has to advertise. It's a cost we have to bear. But, when you advertise in a local paper or magazine, you make your investment upfront with no guarantee of that ad working, or bringing you any sales. So in a way, it's a gamble.

With my promotion however, I'll advertise your offer at no charge to you. And the only time it will cost anything at all is when the prospect actually comes into your store to use the special offer. But in reality, you'll actually make money from it. How? Because when they claim your 2-for-1 offer, they'll actually be paying you for it.

So in effect, not only will this ad NOT cost you a thing – you'll actually make money on the first visit. And then, you also have the opportunity to turn that customer into a long-term one. So you'll make money on the back end too.

Does that sound like a good deal? And could I have your offer today?"

That's a pretty fair proposition, don't you think?

It makes good sense for the business owner to give you a killer offer. They're only going to make money. It won't cost them a thing! In fact, they can only win.

And here's the great part:

- √ The business owner WINS (through getting a new customer at a profit)
- √ your customer WINS (through getting something for nothing) ... and
- √ you, the promoter, WIN too (and I'll tell you HOW right now).

Yes, you win because you not only do this deal with one business ... you do it with 10 ... 20 ... 30 ... 40 or more other businesses too. Each one gives you an offer that represents real value of \$40 ... \$50 ... \$60 or more.

THE KILLER PUNCH - Here's what you do with these amazing gifts:

You take these offers and create a booklet; a savings booklet that's filled with all the offers.

The exciting part is that your booklet could be worth \$500 or more - even \$1,000.

What if it was filled with savings to the value of \$2,000?

Pretty mind-blowing stuff, right? That's because of what you do with it is, when you want to sell your product or service, or hold a special promotion, you offer the savings booklet as an incentive to **buy now**.

Just like the example that I gave you with the telephone (*buy the telephone, get the house*).

How much easier do you think it would be to

- √ sell a \$70 hair styling if you were giving away **\$500 Worth Of FREE Gifts!** or
- √ sell a Dentist's appointment ... with **\$1,000 Worth Of FREE Gifts!** or

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√ sell spare parts ... plumbing ... gym memberships ... or body products ... a consultation ... a seminar or

√ WHATEVER!!

– if you were giving away **\$2,000 Worth Of FREE Gifts!**

Imagine the power you’ll be able to inject into your Yellow Pages ads!

Imagine how easy it will be to convert prospects into customers.

You’ll never have to compete on price again! You could even increase your prices and still double or triple your sales.

Suddenly, people are buying your product or service with one eye firmly locked on your SPECIAL BONUS - just like you were focusing on the \$300,000 house I was offering with the \$1,000 telephone. *You truly would have happily paid me even \$50,000 for the telephone, wouldn’t you? Think about it: \$50,000 for a telephone for goodness sake!*

With an IRRESTISTIBLE OFFER like this, a customer would literally be crazy NOT to shop with you, wouldn’t they? You’d be offering so much value that people would fight amongst themselves to give you their cash!

And yet **it hasn’t cost you a darned thing!**

You’ve changed the rules completely and created a truly unfair advantage over your competition.

In fact, your competitors won’t know what the hell hit them! They’ll be stunned like a deer caught in your headlights.

That’s the power of an IRRESISTIBLE OFFER.

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How To Make Tens Of Thousands Of Dollars On The Internet

Have you ever wondered if there was some way that you could harness the power and the reach of the Internet to make some money?

There is such potential there, don't you agree?

Millions and millions of people ... all reachable at very low cost.

The question is, how do you do it?

Well, there are literally hundreds of ways to start a profitable business online.

Let me give you one very sound and simple way you could start your very own internet business. A way in which you could actually build an extremely profitable asset for life, earn a lot of money, and truly free yourself from reliance on a dead-end job or frustrating business.

Even if you're employed right now, you can start your own business on the net **WITHOUT** having to leave work. I'm talking about starting a business right now and pulling a profit in as little as 30 days.

Very simply, here's all you have to do to make tens of thousands of dollars on the internet:

Provide compelling information to a hungry market in exchange for names and email addresses ... then email offers to them periodically.

Simple as that.

Now, most people say, “Huh? Isn't that spamming?”

No, it's not. The difference is very small but the consequences are quite substantial.

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Spamming goes to anyone and everyone that has an email address. It’s the “shotgun” approach. Just “send it and pray.”

What I said was ...

Provide compelling information to a hungry market in exchange for names and email addresses ... then email offers to them periodically.

See, with spamming, the receiver of the email DOESN’T have a choice in receiving it. They get it no matter what.

And they HATE it.

Using the secret I’m about to elaborate on, those who are actually interested in what you sell, VOLUNTEER their email addresses and they do so happily.

Big difference!

Here’s what I want you to know:

First, I’m going to tell you how to collect names.

Then, I’m going to tell you what to do with those names.

Okay?

How to collect a ton of names for little or no cost

What if you created a website that offered free information for your target market?

Let me give you an example...

Let's suppose for a moment that you're a personal fitness consultant - you train people one-on-one in their homes on how to lose weight and get fit. That's a booming business of late.

What you should do is create a web-page that offers good, solid, beneficial information to anyone wanting to lose weight.

X No ads.

X No selling.

No nothing - except great information for people who may become your customers at some stage.

You might call your web page:

“PERSONAL TRAINER REVEALS: The Truth About Losing Weight ... And How To Make Certain Your Inches Disappear - FOREVER”

... or something like that.

The point is that you've got to let them know that you know exactly what you're talking about.

That's your only job at this point.

You'll want to provide tips on:

- √ Why so many people find losing weight harder than climbing Mt Everest
- √ What the medical professional isn't telling us about weight loss (and why it is preventing nearly every one of us from trimming down... and keeping it off)
- √ 5 of simplest ways to shed 3 kilos THIS week
- √ 2 little-known foods that help melt away the pounds like butter in a microwave
- √ 7 simple exercises that take only 5 minutes a day, which can be responsible for a 23% weight reduction in just 6 weeks

Now, who wouldn't LOVE to read these little tips if they were struggling with a weight problem?

What if you were to run a teeny-weeny, low-cost little ad in fitness magazines ... newsletters ... websites ... and general newspapers?

Something like this perhaps:

FREE Website Reveals The Truth About Losing Weight ... How To Make Certain Your Inches Disappear - FOREVER! www.yourwebsite.com

How many people in this country might be interested in finding out information like this?

Take a guess. How many people would just LOVE to be able to shed a few kilos?

Considering that obesity is one of today's biggest issues, would perhaps 3,000,000 people be a conservative estimate?

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Well, let's be really conservative, okay?

Let's say that maybe 1,000,000 people might be interested in finding out some simple secrets for losing weight (I can tell you that it could be much, MUCH more than that).

Don't forget, this information is provided **TOTALLY FREE** so there's no barrier at all to getting it. People can just log on and read.

Very inviting indeed.

Let’s suppose that, at the end of all this really good information, you write something like this...

Now that you have just discovered some amazing secrets about losing weight ... Is there an even better secret?

Yes, there is. The best secret of all is to become a subscriber to a special online newsletter, **FAT BURNER!** This fortnightly newsletter delivers rock-solid techniques on how to get amazing results from your training, as well as dietary advice ... all delivered directly to your computer.

It’s written by me, - a personal trainer with over 9 years experience, working with 231 separate clients - and helping them lose a total of 3,121kg safely and effectively.

FAT BURNER! carries no annoying banner ads, or stupid ‘filler’ material. You get simply the best information for losing weight - straight from me.

There is no charge whatsoever for receiving FAT BURNER - no obligations, and your name will never be rented out to anyone else.

If you want to stay fit for life, and you are not signed up for FAT BURNER!, you are missing the boat. It’s easy to sign up. Just click below and sign up right now.

Click here to subscribe to FAT BURNER!

How’s that for an idea?

At the end of your great information, your reader can choose to learn more (*if you’ve done your job, that should be an easy choice*) ...then BOOM!

√ You have their NAME!!!!

√ And their email address!!!

It’s not just ANY email address, but that of a person who is obviously interested in your topic, so it’s a **targeted email address**.

Now, let’s say that out of the 1,000,000 people who click on to your site, only 1/3 of them decide that they want more information about the subject. 333,000 sign up to receive your email.

Not bad. Because ...

One of the best things about email is that it’s very cheap to use. Whether you send an email to 10 people or 10,000 - the cost hardly changes at all.

How to make a lot of money with the names

Let’s say that you’re successful in getting 333,000 names on your database.

With 333,000 people now receiving regular emails from you with little tips on weight loss, fitness training and general health, you’re building up quite a bit of trust, wouldn’t you say?

You’re becoming a valued part of their lives.

What if you then made a recording (a 1 hour tape) and call it...

“The 7 Highly Effective Habits Of A Thin Person.”

Or ... **“How To Shape Up For Summer.”**

Or **“New Diet Secrets For Burning Off Body Fat 24 Hours A Day.”** (That’s a good one).

If you’re not comfortable speaking into a tape recorder on your own, you could have someone interview you. Maybe you could ask the local community radio station - they’d love to do it. And I suspect. that they won’t charge you any more than \$50.00.

Then you take that tape recording and have a local secretarial service transcribe that tape onto paper for, maybe, \$100. Now, you have an audio tape AND a report.

Why? Because people like both.

What you really have now is a KILLER product!

This product could sell for anywhere between \$29 and \$49.

So let’s settle for \$39.

Let’s say that you then write a little letter about the product and let people know the types of things you cover in the product. All the

√ little tips

√ hints ... and

√ step-by-step advice.

Then tell them the price and the ordering instructions.

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Then you email that message to your 333,000 strong database. This takes about 30 seconds to complete.

What happens when they receive this message?

Why, they devour it like they do every other message you send them because you're sending it to people who are:

√ Very interested in what you say

√ Keen to know new things about the topic

√ Trusting of your advice...

Many decide to purchase your new product.

How many decide? Well, I think that around 4% of your list is a fairly conservative prediction. It's always best to be conservative when making predictions, so that will do.

But let's do some mathematics here:

4% of 333,000 = 13,320 people

13,320 people who purchase your product at \$39.95, comes to **\$532,134!!!**

That's \$532,134 of the easiest dollars you've ever made, true?

Still, you've got your costs to come out of that, right? Let's say around \$10 per product, including postage, (TOTAL: \$133,200).

There’s also the classified advertising that you had to run in the newspapers and newsletters, etc. Perhaps you should allow around \$50,000 for that.

That comes to a total of \$183,200.

Which still leaves you with ... **\$348,934 in profit.**

Is that an “okay” first promotion?

Is that quite an easy way to get rich?

Now, obviously, you’re not totally “rich” yet. But that’s only your first promotion to your list with many more to come.

You’re definitely on your way, don’t you agree?

That’s all because you decided to ...

Provide compelling information to a hungry market in exchange for names and email addresses ... then email offers to them periodically.

You could offer a promotion like this once a month.

How would bringing in \$348,934 every month make you feel?

What if you were to then make a product that contained

√ 2 audio tapes or

√ 2 video tapes or

√ the complete set of videos of a weekend seminar?

A complete set of video tapes (say 6-8 videos) plus a workbook, could retail for anywhere between \$699 - \$999. The shelf-life of a product like that could be a decade or more.

You'd only need 1% of your 333,000 strong database to purchase this product from you at \$699, to turnover... **\$2,327,670 in about 5 days!**

How does that sound? Have I lied? Have I exaggerated? I don't think so.

But, if you disagree with me, halve my figures. Then, halve them again if you want. Do whatever it takes to satisfy your mind.

But don't ignore the underlying principle...

This is quite possibly the easiest way in the world to take your ideas and skills and turn them into cash on the Internet.

At a (very conservative) guess, you could, literally, be pulling in well over \$100,000 a month and hardly lifting a finger to do it!

Your friends will be in shock ... your family won't believe it ... yet you'll know exactly WHY you're getting rich.

Don't you agree?

I hope this example has got your mind churning over with amazing ideas. If it hasn't, then you should make an appointment to see your Doctor - just to see if you still have a heartbeat!

At the very least, you could sell this exact example to ANYONE who is a personal trainer! *Which switched on entrepreneur wouldn't pay you \$10,000 for an idea to make them \$100,000 a month?*

What I've shown you here is a simple way to use the Internet to make a fortune.

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But what I’ve really shown you is a model ... a system. This is a system that can be adapted to whatever it is you want to sell – as long as there’s a hungry market for it.

Now, you’ve got to agree that this makes the Internet pretty exciting, don’t you think? It’s literally mind-blowing.

How To Advertise Your Product Or Service On The Internet ABSOLUTELY FREE!

Did you know that you can approach other marketers who have sizeable databases (*like 50,000 people or even more*), and they’ll actually email their database for you, letting people know about what you sell?

Did you know that they’ll do it without charging you a cent up front?

Let me ask you something: How many sales do you think you could make if you (*or should we say, “your website”*) were exposed to 50,000 people in one hit?

What if you sold a product for \$39.95. How many of those 50,000 people do you think you could convert into a sale (*with all the copywriting secrets you get from this book, the cards are stacked in your favor!*).

Perhaps 2%? 5%? ... maybe 10%?

Let’s be really conservative and say 1%, shall we?

Let’s do the math... 50,000 people x 1% = 500 people.

500 people buying your \$39.95 product = **\$19,975**

Hmm ... not bad.

Let’s say that, because your joint venture partner didn’t charge you upfront to advertise to his list, you give him, say, 50c for every \$1 you make in sales (*after all, you want him to work with you on your next promotion, so you need to stay in his “good books” – he’s got the database, you’ve got the products*).

Of course, you could keep even more money in your pocket if you can negotiate a better deal.

Plus, if yours is a downloadable product, you have NO delivery cost!

So you split your \$19,975 right down the middle.

You're happy and your joint venture partner is more than happy *even though it didn't cost you a single cent until you'd actually made the cash!*

Pretty sweet deal, right? That's \$9987.50 (*i.e.* \$19,975 divided by 2) you have now, that you didn't have a week ago and every single part of the transaction has happened online.

Is that a simple enough way to make some cash on the Internet?

How To Use Publicity To Get Coverage WITHOUT The Price Tag

What you are about to read could literally make you thousands of dollars in the next couple of weeks. Potentially TENS of thousands. And quite possibly ... HUNDREDS of thousands.

One of the most powerful tools you can use for your business is publicity.

Until now, I’ve never found anyone who I thought had that “edge” in showing business owners how to do it properly.

Even though I’ve helped a lot of my clients get free publicity, it’s truly a field of specialization. And I specialize in advertising, not in publicity.

Well, now, I’ve found someone who only recently let me know of his abilities.

What a find!

This guy was interested in my headlines. Something which by now you truly appreciate as a critical marketing tool. But he was more than interested, because he’d been using them for years too for mega-profit. And has written some absolute rippers.

The only difference is, he’s been using headlines to get his clients free publicity.

Sometimes hundreds and thousands of dollars worth of press, TV and radio coverage. Hey, isn’t it nice to know that the principles I teach you have applications across the board? It means that you can not only use what you’ve learned in your advertising, but also in another arena ... *publicity*.

Now, if you’ve been in business for any length of time, you know how expensive advertising can be. What I show you how to do is make sure that it turns into the best investment you ever make. Entire contents protected by Copyright. All rights reserved. <http://www.brettmcfall.com/>

But see, with publicity, you get the coverage WITHOUT any price tag at all. *Doesn't that sound inviting?*

That's what makes it a very important part of your marketing strategy. Still, the question you might be asking is ... *“Yeah, but how do I do it? I've sent stuff along to newspapers before and they've never used it.”*

Very true. And what often happens is that, after you send along newsworthy material to an editor of a newspaper, he or she will just pass it along to their sales department who then phone you up to see if you want to take an ad!

Yeah, right.

Well **Brian James** knows how to do it and I asked him to send along some samples to share with you. Now, you will see how he gets the amazing results he does for his clients. One client made an extra \$1million in 3 months!

Let's see how...

Brian tells me that without a doubt, his success in getting free publicity for his clients comes down to 2 things:

1. A powerful headline
2. Long body copy

Now, isn't that funny? That's exactly what you've been learning here.

So, with a little bit of practice, you should be able to write a press release which gets you publicity too, right?

Well, one thing, in particular, that I want to show you is some of the incredible headlines that Brian used to grab attention.

Remember, editors of newspapers, magazines, TV and radio stations, are short of ONE THING:

Time.

They often get hundreds of press releases a week which means that only the best get through. What's the first thing the editor reads when they're deciding which press release will create a good story?

You got it: **THE HEADLINE.**

Check these out...

Grumpy 78 year olds proving a dynamic business duo with their space age, pain free innovation

(Jim Lamers and Trevor Andrews Bioelectronics P/L)

RESULTS:

- * National TV exposure on two television networks.
- * Four stories in three days on Current Affairs television shows, one on National television news and
- * feature story in a major newspaper
- * Resulting in total sales over three months: more than \$1 million dollars.

Do you know how much it costs to take a 30 second TV ad during prime time news? You won't get much change out of \$50,000. Even \$100,000 on some days. Yet, for absolutely nothing, Brian's client got the lot.

Here's another...

He invented the Aussie stubby holder; pop up caravan, fiberglass surfboard and mobile electronic physiotherapy. Now, at 78, working 70 hours a week, he's come up with a tiny, ingenious space age device, which is taking Australian's pain away

(Jim Lamers, MD BioElectronics, inventor of PainEze plus)

RESULTS:

- * 37 Local and national radio interviews
- * Local press coverage
- * Also contributed to the successful television exposure.

Can you imagine 37 radio stations ringing you right now wanting to talk to you? ***Desperate to put you and your business on air?*** Yet not charging you a cent to do it? It's pretty amazing, don't you agree? In fact, with results like this, you could very well decide to never spend a cent on advertising ever again.

But of course, you CAN'T always get this sort of exposure. You truly do need to offer something of unique value to generate such incredible interest.

Which is why a blend of advertising and publicity is the answer - not one or the other, but both of them working for you.

Here’s another success story...

3400 km Model T Ford ‘desert drive’, a dream come true for this 79-year-old entrepreneur

(Jim Lamers)

RESULTS:

- * National television coverage.
- * Articles in major capital city and regional newspapers.
- * Twenty-two radio interviews across the country Again, FREE national exposure. What a gift!

Now, notice how these headlines are written. They’re intriguing and practically force you to read on. You naturally want to know more. And that’s a powerful lesson for you to learn.

Your headlines must always “knock-em-out”! It’s important to spend time on them. In fact, I’m sure you’re already getting ideas on how you could use the headlines so far for your own business. Good. Go for it.

How one black jellybean, four seconds on a menu, seven words in a shop and three hundred Chinese teenagers led to breakthroughs in customer service.

(Rita Hartney, RH Positive –customer service consultant)

RESULTS:

- * Interviewed on national current affairs television program
- * Feature in State capital’s major newspaper, three radio interviews in State capital and five interstate interviews
- * Lifted Rita’s profile and generated thousands of dollars in speaking and consulting.

Could you possibly model that headline for your own use?

Example: “How one teabag, 2 pieces of paper, and 36 words written in blue ink led to a breakthrough in small business marketing.”

See?

Try it out. Meanwhile, here’s another example to get your juices going...

Ex Christian Brother and world class iron man is taking two ex junkies, three entrepreneurs, several housewives, a champion runner and 60 others, through pain and glory in water and over land!

(Oscar Carlson, Triathlon Ironman athlete/coach)

RESULTS:

- * Profile segment on national current affairs television program
- * Features in State capital major newspaper
- * Feature on national radio
- * Increased profile, generated sponsorship and enrolments

Hmmm... are you starting to get the idea?

Are you beginning to understand that getting publicity may be right up your alley, seeing as you already have some experience in creating powerful headlines? Sure, you have to be able to write the information that goes with it. But you’ve also been taught how to do that too, right?

Now, if you check out the following headline, there’s something very important to notice. Do you know what it is? It’s the fact that the writer has taken the invisible and made it **VISIBLE**.

Instead of saying, “Professional Consultant develops ...” No, he writes: **“STRESS DIFFUSER consultant develops...”**

A tiny, tiny change, but the picture it paints is very different. “Stress diffuser” is more descriptive and appealing than “professional consultant.”

And that helps the reporter or editor who receives this press release, to already see how their story might pan out. By giving the consultant a ‘tag’ (*like a Unique Selling Proposition*), it helps the reader to instantly understand what he does.

Stress diffuser Consultant develops ‘inner retreat’ for corporate employees.

(Caroline Ward, About People)

RESULTS:

- * Interviewed on national radio
- * Featured on national current affairs television program

Here’s another great headline...

Is Bill Clinton the best communicator in the world? Australian expert reveals keys to success.

(David Bird, *Communication Dynamics Australia*)

RESULTS:

- * Radio interviews nationally (*the highest rating radio show in the country*) *
Local radio.
- * Increased profile and generated consulting work

Understand that we’re talking about media exposure which would literally cost you a couple of hundred thousand dollars to match. Why would you pay that amount if you knew how to get it for free? That’s why what you’re learning is the most valuable skill in the world - copywriting.

Big Macs, Big Dreams & quirky plates and bowls, lead to success for tableware design duo.

(YFP Design)

RESULTS:

- * Feature articles in house and home sections of capital city newspapers
- * Feature articles in lifestyle magazines
- * Interviews on capital city radio in 2 States

Father and son's new Aussie electronic invention brings back romance, pokies, and a stroll in the park for wheelchair bound Aged Care residents in hilly Box Hill

(Lockwood Electric Mobility)

RESULTS:

- * national current affairs television show appearance
- * Dramatically increased sales

Glowing toilet seats. The Bright idea helping a veteran inventor aim for big success in the smallest room in the house

(Barry Rogers, CEO VisionGlow)

RESULTS:

- * interviews on 2 national current affairs television shows
- * Radio interviews in 4 State capital cities
- * Increased sales

And lastly....

This man is Australia's youngest (male) local councilor. At 15 he had his first business, and fourth by 18. Now, he's a fulltime entrepreneurial student, local councilor, 'would be' author and about to launch a manufacturing business to make money and save water. Wait till he really gets motivated!

(Robert Sheahan, entrepreneur, professional speaker)

RESULTS:

* featured in major newspaper

* In discussion with radio and TV producers

Now, I wanted to pack as many of these examples in as I could for you so that you could have a resource to come back to again and again for ideas.

I want you to realize that free publicity is not only possible, but is only limited by your ability to write good copy. You've just been shown how to do that, the rest is up to you.

Your Questions and Answers

I’m sure you’ve got a few questions after going through all that.

Let’s answer some of the most common ones for you now...

Q: My business isn’t the same as everyone else’s... Will what you’ve said here still work for me?

A: YES! It will work for anybody NO MATTER WHAT BUSINESS YOU ARE IN!

My suggestion is that the easiest place to start is by looking at your current advertising and changing it to have a killer headline like the ones we covered in the first secret...

Give it a go - the key is to DO SOMETHING WITH THE INFORMATION! Don’t just read it and say “that’s great – I’ll get to it someday”. Act now and put even one thing into practice and I guarantee you’ll get results.

Q: Brett, what was your first copywriting job?

A: I’ve been writing ads now for 14 years. Kinda hard to remember the first one. But I can you know ... it was for a product called a Micro Furnace. A tiny little heater that pumped out heat like a roaring fire. That was its major benefit (one thing every copywriter needs to be able to search out). I was being trained by the senior copywriter of a marketing department of a major Australian company.

I hassled him until he let me have a go. At the time I was an ‘office junior’ who was really a ‘gopher’ – the kid who did anything and everything. I remember that as soon as he handed me the information about the product, I could hardly wait to get my teeth into it. In fact I began writing the ad on the train as I traveled my 1 1/2 hour trip home.

I handed it in to him the next day ... and he smiled. Then rewrote the whole thing in front of me.
Lesson 1.

I think I learned more from that, than at any other time. Why? Because I now had an association with writing. I'd experienced it. I'd wrapped my brain around it. Then had the sheet pulled out from under me. Before it was just theory. Now I had a feeling. A full association. And I now knew why and how what I'd written was so terrible.

That's very important. You truly can't learn anything fully until you take action and try it. Had he have “told” me what to do beforehand, I'd have forgotten most of it. But once I'd tried and failed ... and then SEEN how it was supposed to be done, I could instantly see ... and feel ... my errors.

Q: What advice can you give to those that write copy or are starting out in the business?

A: This is so simple you probably won't believe me, at first. Then once you try it, you'll be gob-smacked at the simplicity of writing killer copy. If you're a beginner, do this:

Find a sales letter that totally inspires you. One that you can't stop reading from go to whoa. There are tons of them being used on the internet.

Print that letter out. Grab a pen and some paper. And write that sucker out word for word. Do it at least 3 times. The same letter.

By the end of this experience you will have accelerated your way past all of the people spending their time reading theory. Your brain will never be the same again. And every letter you rewrite in this way, expands it further. You'll learn the language. The feel. The pace. The offer. And the more you do, the easier it will be to write your own original pieces of copy. Then put yourself to the test and write a sales letter for someone at no cost. All you want is to be able to hear the results. Believe me, when you discover that your letter has brought in X-sales, you'll be hooked for life.

Q: Where do most copywriters go off track (*get it wrong*)?

A: Bad copywriters, in my book, either want to be creative before being a salesperson ... and/or ... they want to be lazy (*and just hope their creativity will get them through – it won’t*). If you can avoid both these deadly traps, you’ll make it.

Do you follow a specific page format when you are writing? For display ads I follow a distinct format for sure.

See, designing your ad to look like an editorial increases response before you’ve even changed a word. Some say up to 400%. So that’s a must from the get-go.

So whatever style the newspaper or magazine is using as their editorial design, I’ll copy for my ad. Some mediums require you place a little tag at the top saying, “Advertisement” – and some don’t. Whatever. Those that take themselves too seriously will ask you to do it. Those who know that the public is not stupid, don’t. Regardless, the ads still work.

Often my ads are plain black and white (*just like the editorial of the publication they’re in*) – which makes most clients freak out. But they freak out even more when their phone starts ringing off the hook.

When it comes to sales letters, they also follow a format.

I’ll use **indents** on every paragraph to make it easier for the reader to find the start of the sentence. I’ll use **bold type** where necessary to highlight important points. I’ll use **subheadlines** to grab the attention of those who like to skim through before they read the entire ad. I’ll even use **boxes** where appropriate to call your attention to important points.

But basically, my sales letter will look very much like a letter to you from your grandmother. Except better! You’ll truly believe I’m sitting there beside you. And that I’m your mate (*which I am*).

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And that brings up another point...

You see, most people when they sit down to write ... FREEZE UP! They lose the plot. They remember how hard it was in school to get good marks. And so they try and ‘formalize’ their copy. Using big words. And sounding like a nob.

But good copy reads like someone talking to you. Like right now for instance ... it feels as if I’m right there – doesn’t it? I’m chatting to you. Like we were pals and I was giving you some advice. Well this tone that I’m writing in right now never changes.

And it’s such a skill. It makes reading so much more interesting. In fact, university educated people find it very hard to drop their formal style and write like this. It just goes against everything they’ve spent their formulative years learning.

But if you want to sell, there’s no way around it. Even if you’re writing copy to be read by well-educated people. Doesn’t matter whether you’re writing ads for doctors or rocket scientists. The same style of copywriting still stands.

Warmth. Clarity. Conversational. That’s the copy which will make you rich.

Q: You’ve convinced me to give this a go. Where can I get more information?

A: Brett has many products that can help you melt your cash register!

Click on the following links to find what special deals are on offer just for you!

www.provenbusinessstrategies.com

www.brettmcfall.com

Who are Proven Business Systems?

Let us introduce ourselves...



Proven Business Systems is owned by Mick and Jane Hagarty and we operate as Business Consultants. We have been consulting for over 10 years and have vast knowledge in many different industries.

We were amazed at how easily we could take Brett's techniques and really make a huge improvement to our clients' marketing (as well as our own!).

Brett's approach is logical, simple and easy to implement as it applies to whatever you're doing.

We found his approach so effective that we personally promote his knowledge and experience. It's a big step to give someone our own personal "stamp of approval" but we haven't hesitated with Brett because we know it works!

Wasn't this book just awesome?

You've been shown many simple million-dollar ideas in the time it took you to drink your coffee!

Thank Brett for sharing that killer information with us!

Do yourself and your business a favor and click on www.provenbusinessstrategies.com and get started TODAY!

Or contact Brett direct; Brett McFall www.brettmcfall.com

Finally ... the **GOLDEN PROOF** That Everything You’ve Just Learned From Brett McFall Works!

“For me it was a case of feeling like I was getting so much value from you. I wanted to pay you because I felt like I had taken more from you than I had given. My clients tell me that I do that in my seminars, but I don’t believe anywhere near the extent to which you do. You are therefore an absolute inspiration to me.

Also, I want you to know that I have never, yes I mean NEVER enjoyed reading as much as I do the stuff that you have written. I know this is a bold claim to make, but it’s true. Your style of writing is above anything I have ever experienced. I think my greatest desire has become wanting to communicate like you do. I love reading more than anything else, so to feel this way about your style amazes me too.

I wanted to share this with you so that you know how much you are appreciated.

Once again – thank you!”

Julian Dawson, Jule Corporation, Burringba, NSW.

“For 6 weeks I tried to sell my father’s fish & chip shop with an ad that attracted virtually no callers at all. And those that did call either weren’t serious or wanted it at \$20,000 below our asking price. With an incredible ad written by Brett McFall, I sold the business inside 2 weeks for the exact price we wanted, and with 3 more eager buyers snapping at their heels.”

Nick Krstevski, West Footscray, Vic.

"Much More Money From Our Advertising"

"Brett, the wealth of information you provide for the price is incredible. Your course, Inside Secrets Of Advertising is well presented and super-easy to follow. The case histories and examples are a great help in the understanding and application of the principles, and your 6-step system for writing, money-making classified ads is worth the price alone. In a nutshell - this is simply a great tool for making much more money from our advertising. Thank you."

Gary Jameson, Emotional Healing Therapy, Vic.

"\$200,000 In Just 2 Months!"

"I ran my own ad in a recent financial magazine and got 200 responses over two months. Then I hired Brett to create an ad for me. Within 21 days of the new edition of that same financial magazine coming out, I've received 900 calls! A 1,200% increase in response!! And there's still another 5 weeks to go! By using Brett to create my marketing I stand to earn well over \$200,000 in just a couple of months!"

Bill Zheng, Director, www.investorsdirect.com.au

"The Lazy Way to Advertising Riches is an amazing course. From the first page onwards I was unable to put it down. I am excited to put your advice into action!

I will also be sending a cheque off today for my copy of "Inside Secrets of Advertising".

Thank you very much!" ***Leanne Purdie, Port Melbourne, Vic.***

"I Now Stand Out Above My Competitors"

"After accessing great information in the McFall Report, The Lazy Way to Advertising Riches made me aware that I had to make drastic changes to the way I marketed my business. Since implementing Brett's strategies, customer response has increased and my goal of standing out above my competitors is now being realized. Thank you Brett!"

Dean Nelson, Brisbane, Australia

"3,148% Increase In Response!"

"Last year I picked up only 4 clients for the whole year from the Yellow Pages. So Brett McFall helped me tweak my ad just before I put it in the new edition. The results? Unbelievable! In just the first 7 weeks I've picked up 17 clients! That's a 3,148% increase in response!! And I've also turned away another 5 clients because I haven't had time to get to them. What's more, I've actually had to sell 40% of the business because I can't keep up with the workload. It's got to the point already that I am turning away more calls than I can take. And it's great because I'm charging a really good price - yet still getting their business. Brett's advice is going to make me tens of thousands of dollars."

Justin Stone, Bayside Maintenance Group, Victoria Point, Qld

"My website is now pulling an unheard-of 9% conversion rate!"

Brett, your sales letter rocks! While the average direct conversion rate is 2% your letter is getting me 22%! And while I've heard the average website get a 1% conversion rate – MINE is pulling a whopping 9%!

Zac Dillon, Swing Reaction System, www.swingreaction.com.au

"\$20,000 in 9 days"

Thank you for your advice with Inside Secrets of Advertising. I have just finished a 750 letter mail out to my client database which resulted in a 5.56% return – that is on actual sales from the letter. My previous mail out resulted in 1.4% return!

Ian Shiell, Mentone, NSW.

"Brett, once again you have provided "hands on information" written in a way that is so easy to understand and at the same time is enjoyable.

The light that went on for me was "make sure every piece of marketing you do focuses on your customer."

Marilyn Bakes, Grammar Enterprises, Carrum Downs, Vic.

"\$300,000 In 3 Months!"

"Brett helped me lift the response rate of my direct mail campaign from 2% to 5.5%. An overall increase of 375%! To put it briefly, because of the success of that mail out my company stands to earn an extra \$300,000 over the next 3 months! Thanks for a great ad!

Doug Gilford, Comrade Computers, NSW

“I would like to say thank you for your excellent ideas, support and copy for the forced referral marketing campaign you helped me with in May 2003.

I sent out 93 letters to our top customers. I received 28 referrals (30%) which converted to 16 customers (57%). On average each customer transacts \$50,000 a month and on average 2/3 of our customers trade with us each month.

As a result, 12 new customers have traded with us in June for an increase in turnover of approximately \$600,000 – that’s per month from here!!!

And you know each of those customers will now save thousands on the cost of their foreign exchange as well as have a holiday on Forex Plus.

It’s amazing Brett! The referral campaign paid for itself in less than two weeks of trading. The power of the right offer with the right service with a well written letter! It worked beyond my wildest imagination.

Brett your expert assistance is of the highest order. I could not have asked for better and I thank you once again.” *Christopher Biltoff, North Sycroy, NSW.*

"\$28,600 In 9 Days!"

"Thank you for the knowledge and ideas that have come to me as a result of your 'Inside Secrets Of Advertising' course. We had tried numerous letterbox campaigns in the past, costing well over \$1,500 and never making us more than a few hundred dollars profit. However, the first campaign that I put together after completing your course had unbelievable success. Within 9 days I had tripled my advertising response. The value to me in terms of increased turnover over the next 6 months will be an astounding \$28,600! Not bad for an outlay of \$180 - a whopping return on investment of 15,888%! Just think, I only used two of the literally "hundreds" of ideas that your course offers - looks like it's going to be a busy year!"

David Chettle, Under Construction Personal Training, Qld

"From Zero to \$20,000 a month with one website and a Killer Sales Letter by Brett"

Just 7 weeks after launching our online business, we're now turning over a minimum of \$20,000 a month and look set to go to hit \$30,000 a month very soon. I didn't quite believe it was possible, but his copy has turned our site into a pure money-making machine. In fact, it's the equivalent of having the world's best salesperson selling from our website 24 hour a day – yet we don't have to do a thing!

Neal Baird, What Price My House, www.nopropecting.com

“Bookings on my web site have doubled and I have calls every week for wedding bookings which is fantastic! I am really pleased as the sales are also higher. I would like that to double as well which I am sure they will. We have also had many enquires from NSW, Victoria and South Australia and we have sent off samples.

The Adelaide Wedding pages magazine will be going out next week, so I can't wait to see how that goes. Also, the ad I put in the Professional Beauty magazine has only just started to go to all the salons around Australia and New Zealand.

Thank you again for all your help.”

Dina Giaccio, Port Noorlunga South, SA.

“Brett Is The Real Deal!”

“Brett is so easy to listen to, and what he says about writing copy just makes so much sense, I can't believe they haven't sacked every University professor of Marketing in Australia, and just taught the students from Brett's courses instead. I encourage anyone considering whether to hire Brett or purchase his course/s to give him a genuine chance. With his money-back guarantee, you can't lose! Ask your current ad writer or advertising sales rep whether they'll offer you a money-back guarantee and I can predict with 99.99999999999999% accuracy that they'll choke on the idea or laugh at you and wonder what planet you came from! Unless they've been trained by Brett of course! :-)

Brett is the real deal!”

Eran Malloch, Perth, Western Australia

“Brett is such a special individual. As you have seen, he is more than willing to share his outstanding knowledge with you for no gain of his own. He has had a profound effect on our business life and I am truly thankful to be able to call him a friend and colleague. I can’t recommend him highly enough! Thanks Brett – you’re an absolute gem!”

Jane Hagarty, Proven Business Systems.

TWO SPECIAL SITES TO VISIT....

For the latest proven business strategies visit
Jane Hagarty's www.provenbusinessstrategies.com

And ...

For More Money-Making Ideas, Strategies and
Techniques direct from Brett McFall... visit
www.brettmcfall.com and get the MCFALL REPORT
delivered direct to your PC ... FREE!

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