

The Authoritative, Hands-on, Real-life,
"Here's How You Do It," **Make More Money Right Now**
Guide To Success In Marketing, Advertising, And Business.

MONOPOLIZE

YOUR

MARKETPLACE

**SEPARATE YOUR BUSINESS FROM THE COMPETITION
THEN ELIMINATE THEM.**

RICHARD HARSHAW & EDWARD EARLE

Separate Your Business From The Competition... THEN ELIMINATE THEM.

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Available Online:

EVERYTHING You've Ever Learned About Marketing Is WRONG.



Which Result Do YOU Prefer?

| | Ad 1 | Ad 2 |
|------------------|----------|-----------|
| Ad Cost | \$3,000 | \$3,000 |
| Calls Received | 70 | 955 |
| Conversion Ratio | 17% | 68% |
| Sales | \$13,817 | \$451,987 |

All figures per month

Which ad do YOU THINK caused readers to say...
“I would have to be an ABSOLUTE FOOL to do business
with anyone else but you... regardless of price”?

■ Strategic Marketing vs. Tactical Marketing

Strategic Marketing

Strategic Marketing has to do with what you say, how you say it, and who you say it to. In other words, it's the content of your marketing message.

Tactical Marketing

Tactical Marketing is the execution of your strategic marketing plan as far as generating leads, placing media, creating marketing tools, and implementing a follow-up system. In other words, it's the medium your message is delivered in.

The distinction between Strategic and Tactical Marketing is huge. Most people mistakenly assume that when you talk about marketing that you're automatically talking about Tactical Marketing—placing ads, generating leads, sending out mailers, attending trade shows, creating brochures, implementing a follow-up system, and so forth. They fail to realize that the strategic side of the coin—what you say, how you say it, and who you say it to—is almost always MORE important than the marketing medium WHERE you say it.

This program will help you become proficient in BOTH.

What Marketing Is Supposed To Do:

1. Capture the attention of the target market.
2. Facilitate the prospect's information gathering and decision-making processes.
3. Lower the risk of taking the next step in the sales cycle.

Human nature **demands** that we always make the best decision possible.

Buyers want to have the **unshakable confidence** that they've made the the right choice.

Your job is to **help** them do that.

Do These Ads Do That?

Homes of Distinction.



A lifestyle above the ordinary.



Welcome Home to The Trails.



THE
Trails
OF EASTLAND

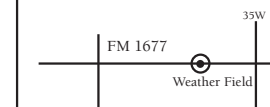
The Trails of West Frisco continues to impress. New neighborhoods, Community centers with pools, tennis courts and playgrounds. A brand new Frisco ISD elementary school at its center, and a great new public golf course on its northern boundary. And the landscaped trails that give us our name.

But the real stars are the homes brought to you by the Metroplex's best builders. New homes are available for immediate move in, and models are opening all the time. We invite you to come to The Trails.

NOW OPEN TRAIL GOLF COURSE



1. Name - The Trails of Eastland
2. Phone - 402-952-5383



ASHTON WOODS HOMES
402-952-5383
From the \$180's

HIGHLAND HOMES
402-952-5383
From the \$180's

KIMBALL HILL HOMES
402-952-5383
From the \$200's

LANDSTAR HOMES
402-952-5383
From the 200's

CUSTOM HOMES

DARLING HOMES
402-952-5383
From the \$300's

DRESS CUSTOM HOMES
402-952-5383
From the \$300's

HUNTINTON HOMES
402-952-5383
From the high \$300's

INGRAM CUSTOM HOMES
402-952-5383
From the \$350's

MURPHY HOME GROUP
402-952-5383
From the high \$400's

No Pay for 90 Days

Planned Around You.

**STERLING
WHITE**
Homes

at The Trails
of Westfalia

\$170s to \$250s

From a community pool, golf course, playgrounds, hike and bike trails and parks to exceptional home designs at attainable prices, everything about Sterling Woods in The Trails of Westfalia has been planned around you and your way of life. Make your plans to visit soon.



402-952-5383

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2003 Best Architectural Design ~ The Cambridge

Picturesque Homes

One and two-story, low maintenance
Townhomes in Winchester from the \$120s

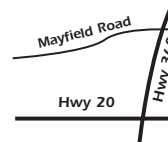
Homes available for
immediate move-in!



1 Kingsbrook at Ridgemont
402-952-5383
Opening New Phase
2-story
call for appointment

2 Windom Creek
402-952-5383
2-story
call for appointment

3 Parkland Estates
402-952-5383
2-story
402-952-5383
1-story
Rancho Villa Grand Opening
call for appointment



www.mymbook.com

Brokers we

Good or Bad Ads?

Do smiling,
happy people help
you learn what you
need to know
about buying a
home?

Do pictures of
beautiful living
rooms with
furniture that's way
nicer than yours
help to facilitate
your decision-
making process?

Do maps,
addresses, and
phone numbers
lower the risk of
taking the next
step?

NO.

**These Ads
ALL FAIL.**

■ Inside Reality & Outside Perception

Inside Reality

Your Inside Reality is the actual value you bring to the marketplace. This is based on your products or services, your quality, your people, your systems, your service, etc.

A good Inside Reality can be developed by anticipating customer wants and needs and developing your business to meet them.

To create an outstanding Inside Reality, you've got to live by the credo,

"If you want to know why John Smith buys what John Smith buys, you've got to see the world through John Smith's eyes."

"To be effective, you've got to make the product interesting, not just make the ad different."

-Rosser Reeves
Advertising Pioneer

Outside Perception

Your Outside Perception is the way your company is viewed by prospective customers. This is based on any communication you have with them. Advertising, marketing, and sales efforts all form your Outside Perception.

"Victory goes to the one with superior forces at the point of contact."

-Chinese Proverb

PROBLEM:

Most companies' Inside Reality & Outside Perception don't match up.

Why Inside Reality & Outside Perception Don't Match Up

History of Advertising

In the early days (late 1800's to 1950's) advertisements were thought of as "an army of tiny salesmen... all armed with the perfect presentation, and not afraid of the word No."

- Headlines identified problems.
- Copy educated the buyer and built a case.
- Offers gave prospects a low-risk way to learn more.

Important Milestones in Modern Medicine: 1796—Triumph Over Contagious Diseases. First inoculation by Dr. Jenner. 1848—Triumph Over Pain. Dr. Morton's discovery of ether. 1929—Triumph Over Bacterial Infections. Fleming discovers penicillin.

Now—1956—Procter & Gamble proudly announces . . .

TRIUMPH OVER TOOTH DECAY

Crest Toothpaste with Fluoristan
strengthens tooth enamel to lock out decay from within

FLUORISTAN IS PROCTER & GAMBLE'S EXCLUSIVE FLUORIDE COMPOUND—FAR SUPERIOR TO FLUORIDE ALONE



Miracle of the Towns Without Toothaches. For years, children in certain towns were virtually without cavities. Nature's decay preventive, fluoride, was in their drinking water!



Science Long Tried to Put Fluoride in a toothpaste. At last, university scientists discovered Fluoristan, exclusive fluoride compound, far superior to fluoride alone.



Fluoristan Makes Possible Crest. Without Fluoristan, you cannot get maximum protection against tooth decay with a toothpaste. Protects teeth of adults and children, six and over.



Dentists Tested Crest for three years, on 5,673 people. Crest set records of decay prevention never equalled by any other toothpaste. Blocks out bad breath as it locks out decay!

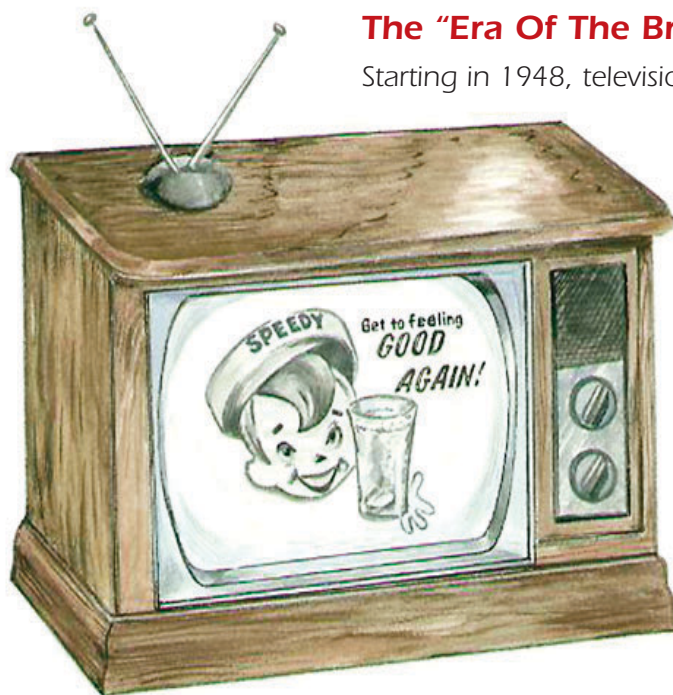
IMPORTANT

Crest with Fluoristan is the only toothpaste ever developed that makes possible a major reduction in tooth decay, for people of all ages. Thereby, Crest marks the turning point in man's age-old struggle against this almost universal disease.

Instead of waiting helplessly for cavities to strike, Crest now makes it possible for you to build strong defenses against decay within teeth themselves . . . to actually fortify teeth so that they turn back the destructive attacks of decay (as opposed to the old fashioned method of depositing a temporary coating of protection on the surface of teeth). With Crest, your family approaches the long dreamed of day of healthy, decay-free teeth.



WORLD'S GREATEST WEAPON AGAINST TOOTH DECAY



The "Era Of The Brand Builders"

Starting in 1948, television changed marketing and advertising forever...

- Ads shrank from 1 to 2 minutes down to 30 seconds.
- Ad prices went up dramatically.
- Only the largest companies could compete.
- Slogans became the most cost-effective way to communicate.
- Creativity & Repetition (C&R) became the de facto advertising standard.

In the "Era of the Brand Builders," Inside Reality and Outside Perception didn't have to match... because relatively few companies could afford to play the game—and they won by FORFEIT.

Most Advertisements Fit

Institutional Ads

"Here's our best attempt at being creative and here's the biggest budget we could muster to support this crap."

- Utilized by most big companies and some small ones.
- Supported by huge ad budgets: (2002, Source: Advertising Age).

GM:
\$3.6 billion

Procter & Gamble:
\$2.7 billion

Disney:
\$1.8 billion

Sears:
\$1.6 billion

McDonald's:
\$1.3 billion

Pepsi:
\$1.1 billion

HOW BIG IS YOUR BUDGET?

One dot com minute.

Fess up. Your office needs beefier Internet access. So call Berge. We bundle router, line, service in one package, at frisky rates. We include router, saving you hundreds. And we back it with 7-day a week tech support. Could it be any easier? Call Berge. We'll come running.





www.mymbook.com
402-952-5385

Platitudes Now Rule The Roost...

Platitudes are words or phrases that are drearily commonplace and predictable, that lack power to evoke interest through overuse and repetition... that are nevertheless stated as though they were original or significant.

Words & Phrases like:

Lowest Prices
Best Service
Highest Quality

Most Professional
Largest Selection
Biggest In State

Family Owned
Most Reliable
In Business Since 1431B.C.

Into These 2 Categories:

Menu-Board-Style

Just like a restaurant menu...“Here’s our name and here’s a list of stuff we have for sale.”

- Utilized by many small businesses.
- Commonly found in yellow pages, newspaper, magazines... even radio & TV.
- Basic offer: “Come buy from us for no justifiable, rational reason besides we have it.”

399⁸⁸ closeout
just \$10 monthly*
PRO-FORM
a Crosswalk treadmill, save \$100
16x45-in. cushioned deck. Power
incline™ 3-10%. 2-HP.
Was 499.99 while quantities last

599⁸⁸ PRO-FORM closeout
just \$14 monthly*
C. Treadmill, save \$200
18x50-in. cushioned deck.
one-touch speed control
Was 799.99
While quantities last

499⁹⁹ sale
just \$12 monthly*
PRO-FORM
b. 540 LS treadmill, save \$150
18x50-in. cushioned deck. 1.5-10%
Power incline, 2.25-HP motor
Reg. 649.99

799⁸⁸ closeout
just \$18 monthly*
d. Treadmill, save \$200
20x55-in. cushioned deck. one-touch speed control
Power Incline. Was 999.99 while quantities last

O'Dell's America's #1 fitness source
save on ProForm, NordicTrack, Weider, Lifestyle

129⁹⁹ sale
Lifestyle
f. Recumbent bike, save \$50
Electromagnetic resistance,
Adjustable padded seat.
Reg. 179.99

99⁸⁸ weider
Weight bench, low price
Mid-width, adjustable
incline, leg developer
and preacher

399⁸⁸ sale
e. Recumbent bike, save \$200
3 preprogrammed workouts, quiet
magnetic resistance, Was 599.99

299⁹⁹
just \$10 monthly*
weider
Pro C
Fits c
7 stat
Reg. 3

the perfect gift for everyone on your list

**MAY I TAKE YOUR
ORDER PLEASE?**

Even A Dead Fish Can Float Down Stream

Just because your ads are done wrong and violate the Marketing Equation (page 11) doesn't mean they absolutely won't work. In fact, often times they work just fine. Why? Because none of your competitors are doing any better at marketing than you are!

After all, people need to buy what you sell, and they're going to buy from somebody. If you have any ad you're going to get some business. We call this "situational results," meaning the momentum of the marketplace will bring you some customers. Here's a better idea: implement the Marketing Equation into your business and **Monopolize Your Marketplace.**

Platitude Evaluations

Evaluate & See For Yourself

Grab an advertisement or marketing piece from your company and run it through these three "Platitude Evaluations":

- 1. Well I Would Hope So!** Does your prospect expect you to say what you've said? If so, it's a platitude.
- 2. Who Else Can Say That?** Could your competitors say the same things you've said? Not do what you do, but SAY what you say?
- 3. Cross-Out/Write-In Test:** Cross your name off your ad and write in the name of your competitor. If the ad is still valid, you fail the test!

Since 1984 • The Problem Solvers

MJ's Automotive

Auto Repair Specialists

Using the ROTECH Diagnostic System

IN HOUSE SUBURBAN, JEEP, CADILLAC, NISSAN, TOYOTA, HONDA, BUICK PONTIAC, OLDS, CHEVROLET, FORD, CHRYSLER & ACURA SPECIALISTS

**Maintenance Counseling
Computer Generated
Problem Analysis, Estimates &
Invoices Provided To All Customers.**



FOREIGN • DOMESTIC

- Air Conditioning
- Cooling System
- Tune-Ups
- Engine Overhauling
- Fuel Systems
- Transmissions
- Brakes/Shocks
- Lube/Starters
- Front End
- Alignment
- Electrical
- Batteries

**Servicing
New R134A**
Ask About Our 12 Month
12,000 Mile Warranty

**ASE
CERTIFIED**

**Secured
Overnight
Indoor
Parking**

COMPLETE REPAIR

402-952

Well I Would Hope So!
Does your prospect expect you
to say what you've said?

1572 SHADY TRIAL
(3 TRAFFIC LIGHTS EAST OF RESTAURANT ROW)

Cross-Out/Write-In Test:
Cross your name off your
ad and write in the name
of your competitor.

VISA

How do these ads stack up against the platitude evaluations?

What about **YOUR** ads!?

Who Else Can Say That?

Could your competitors say the same things you've said?



Sharp Image

quality

Sharp copiers and **Southeast Office Systems** bring a higher level of productivity to your office. High-volume performance, outstanding reliability, and razor-sharp copy quality keep you ahead of your copying demands.

reliability

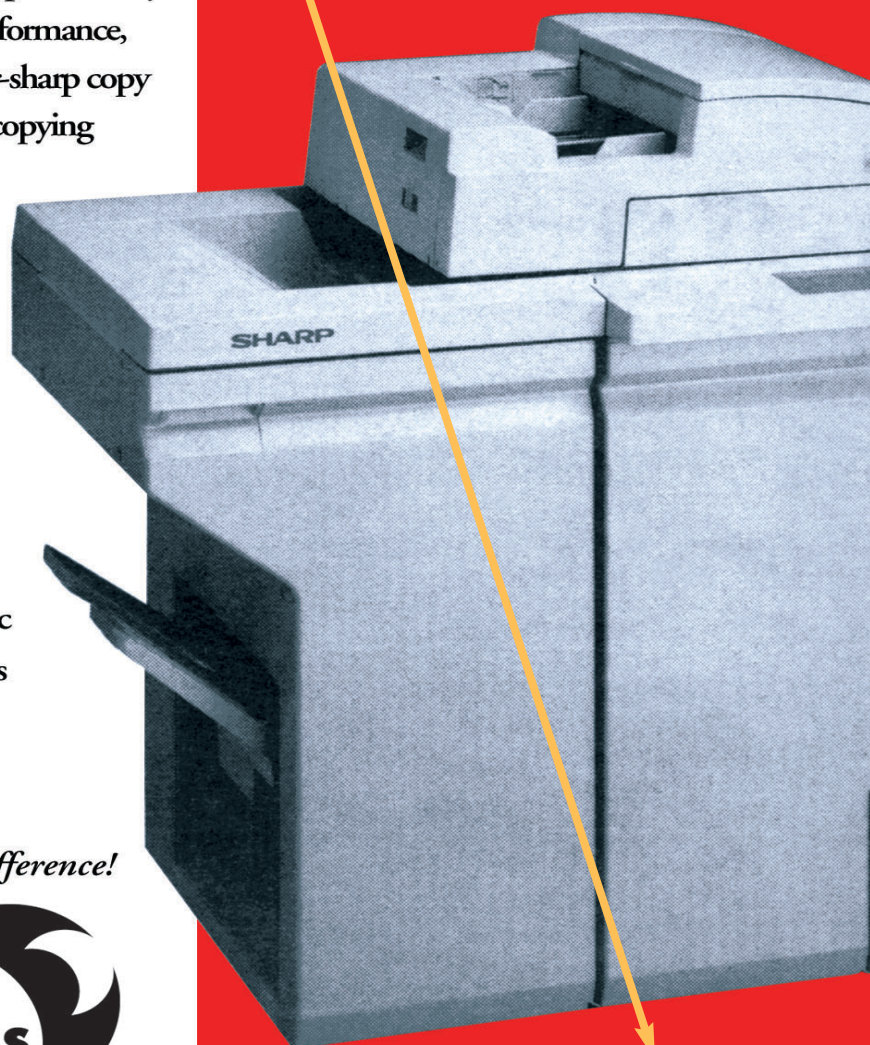
At **Southeast Office Systems**, sales and service excellence are the cornerstones of our family-owned business. With over 40 factory-certified technicians, an unequalled on-site parts inventory, and a product specific sales force, **Southeast** delivers solutions to your copier needs.

Independence makes the difference!

Southeast Office Systems



Dallas Co. Area (402) 952-5383 Tarrant Co. Area (402) 952-5383



service

Have You "Pegged" The Platitude Meter?

Why Marketing Isn't Working (continued)

DAYS OF SIMPLE SELLING

Up Until The 1980's

The straight line represents the seller's ability to get in the door and make a presentation, use some closes, and walk out with a check.



- Fewer Competitors
- Fewer Choices
- Low Technology
- Low Education

- Low Information
- Low Resistance
- Easier To Make A Buying Decision

The Seller Had The Power

THE CONFIDENCE GAP

1990's On...

The Gap in the line represents how hard it is to even get in the door to get a chance to sell.



Because of...

- Increased Technology
- Increased Competition
- More Choices
- Increased Information
- "Entrepreneurial Boom"

THE CONFIDENCE GAP

Leads to...

- Increased Resistance
- Longer Buying Cycles
- Price Competition
- Products Are Commodities
- Identical Mktg. Messages

NOW - The Buyer Has The Power (and the seller is at his mercy)

"The Confidence Gap represents the buyer's inability to distinguish whether any of the businesses, any of the products, or any of the services are any BETTER, any DIFFERENT, or any WORSE than any of the others."

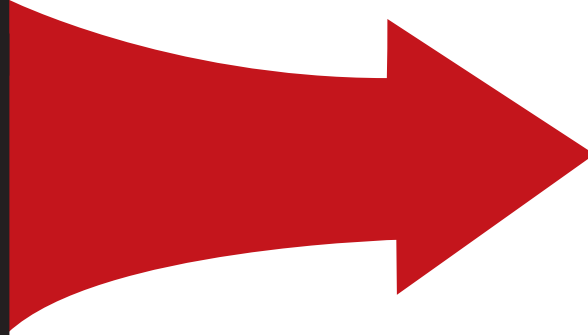
RESULT: Buyers Stall and Shop PRICE.

■ The Marketing Equation

Recap Of Why Everything You Know About Marketing Is Wrong

These Problems...

- History of Advertising
- Era of the Brand Builders
- Platitudes
- Days of Simple Selling
- Confidence Gap



Resulted In...

Most Companies'
Inside Reality
and
Outside Perception
DON'T MATCH

SOLUTION: THE MARKETING EQUATION

Human nature demands that buyers always want to make the best decision possible. Marketing and advertising should get the attention of the target market, facilitate their decision-making process, and lower the risk of taking the next step in the selling process. (see page 2!)

The process for accomplishing this is exactly the same every single time for every kind of business. Just like $2 + 2$ always equals 4, the marketing equation always produces the right answer.

Interrupt + Engage + Educate + Offer = RESULTS

Interrupt:

Get qualified prospects to pay attention to your marketing. Accomplished by identifying and hitting your prospects' hot buttons.

Engage:

Give prospects the promise that information is forthcoming that will facilitate their decision-making process.

Educate:

Identify the important and relevant issues prospects need to be aware of, then demonstrate how you stack up against those issues. Build a case for your business.

Offer:

Give prospects a low-risk way to take the next step in the buying process... put more information in their hands and allow them to feel in total control of the decision.

RESULT:

The Right Answer Every Single Time.

Marketing Equation Components 1&2: Interrupt & Engage

"How John Smith's Brain Works" — 3 Major Concepts:

ALPHA MODE

Alpha Mode is when you automatically run patterns that allow your brain to habitually perform tasks without any conscious effort. Have you ever driven to work and realized when you got there you hadn't consciously seen a thing along the way? That's Alpha Mode. You can talk on the cell phone, listen to the radio, shave, put on makeup, whatever. But meanwhile, your brain can drive you to work without any conscious thought. Think of Alpha Mode as "Sleep Mode."



BETA MODE



Beta Mode is the brain's state of active engagement. It's like when you drive to work in a heavy thunderstorm and your hands are firmly gripped at 10 and 2 o'clock. Your eyes are wide open and you're sensitive to everything. You're in Beta Mode when you're watching a movie and the music is building to a crescendo in anticipation of something scary happening. The music puts you on the edge of your seat. Think of Beta Mode as "Alert Mode."

RETICULAR ACTIVATOR

The Reticular Activator is the part of the brain that is on the lookout 24 hours a day, 7 days a week for things that are 1) familiar, 2) unusual, or 3) problematic. When your brain detects any of these things on a subconscious level, it sends a message to the conscious side of the brain that says, "Hey, wake up! There's something you need to pay attention to!" Have you ever bought a new car only to realize afterward that everyone in town seems to have the exact make, model, and color?



ALPHA MODE



This is what you see.

This is what your conscious brain sees.



Activators & Hot Buttons

ACTIVATORS

An Activator is anything that snaps a person out of Alpha Mode and into Beta. Any time something familiar, unusual, or problematic enters the Reticular Activator, the brain becomes "activated," hence the name.

Traditional "C&R" advertising likes to use unusual and familiar activators to interrupt people.



Can you match
the the activator
with the product?



Beware! Just because an Activator has interrupt value does not mean it has engage value. Activators that are not relevant or important to people must be constantly changed to keep people stimulated and therefore require huge advertising budgets to support.

HOT BUTTONS

What Your Brain Does When It Finds An Activator:

- Immediately and subconsciously searches for additional, clarifying info.
- Gauges importance/relevance.
- **If important/relevant:** Conscious bandwidth will be allocated and the brain will become Engaged. This means the Activator is also a Hot Button.
- **If NOT important/relevant:** Brain will immediately revert to Alpha Mode and NOT be Engaged. This means the Activator is NOT a Hot Button—it's a False Beta.



BETA MODE



This is what
you want your
prospects to see.



Interrupt & Engage (continued)



False Betas

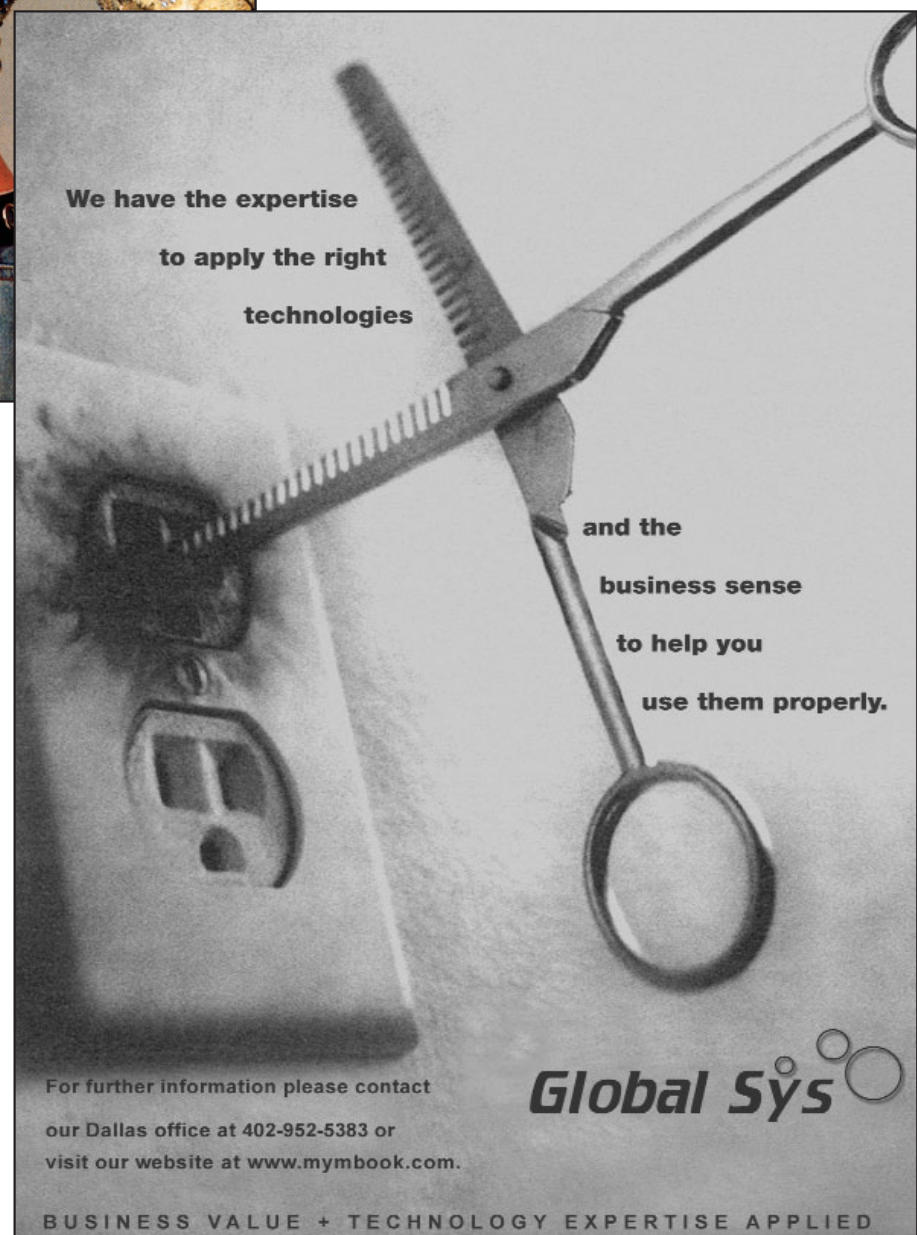
If the prospect is interrupted but not engaged, that's a False Beta. For example, in a crowded airport, you hear a voice from behind you call out your name. You turn and realize that the person calling your name was actually calling to someone else who apparently has your same name. What do you do? Do you still engage that person in conversation? Do you ask them what they want? Of course not. In this case you are interrupted but not engaged—a False Beta.

▲
Celebrities are used in advertising because they are familiar and therefore register in many people's reticular activators. But since the celebrity often does not connect with the product...

Result: False Beta.

►
Activators that are strange, shocking, creative, or unusual will interrupt the prospect. But when the brain cannot immediately find additional, clarifying information, it quickly reverts to Alpha Mode.

Result: False Beta



The Ritz Digital Advantage **\$100 Value! FREE with any Digital Camera purchase**



Photomart 300 Digital Camera

- 2.3 million pixel resolution
- 2x digital zoom
- Built-in color view screen

\$199⁹⁹

BONUS \$399 Rebate

With the purchase of the HP 300 or 600 and either HP printer below



Photomart 1115 Color Inkjet Printer

- 2400x1200 dpi on premium paper
- Features memory stick slot for direct printing, infrared interface and automatic paper-type sensing

\$299⁹⁹



Photomart 1115 Color Inkjet Printer

- 2400x1200 dpi on premium paper

\$199⁹⁹



Photomart 600 Digital Camera

- 2.3 million pixel resolution
- 2x digital zoom
- Built-in color view screen

\$299⁹⁹

Kodak DIGITAL

DX3600 Zoom Digital Camera

- 2.2 million pixel resolution
- 2x digital zoom
- Internal 8MB memory

\$299⁹⁹

Optional Camera Dock - \$79.99

Nikon DIGITAL

CoolPix 775 Zoom Digital Camera

- 2.1 million pixel resolution
- 3x digital zoom
- High-speed USB connection

\$399⁹⁹

CoolPix 5000 Digital Camera

Personal Picture Maker 200 by Lexmark

Call Us Today 402

Menu-Board-Style False Betas

This Menu-Board-Style ad will interrupt people who are thinking about buying a camera because the pictures of cameras will register in their Reticular Activator as something familiar, and flip them out of Alpha "Sleep" Mode and into Beta "Alert" Mode. But when the brain tries to find additional information, nothing is found, and all but the most urgent buyers will revert to Alpha Mode.

I + E + E + O = RESULTS

You'll see this symbol throughout the rest of this book to help rate various marketing pieces. Each of the letters; I, E, E, and O stand for a component of the Marketing Equation—Interrupt, Engage, Educate, and Offer. The corresponding letter will be green if properly implemented, otherwise it will be red. Only when all four components are green will the marketing piece get results.

Thinking About Buying A Digital Camera But Don't Have The Foggiest Clue What You Need... Or Even What's Available?

Call For Our FREE Guide!

5 Things You Need To Know Before Buying A Digital Camera

Are you Confused by all the technical lingo surrounding Digital Cameras? You've got Mega Pixels, Megabytes, Gigabytes, and Zooms. You have your Ni-Cads, your Lithiums; you even have your Image Stabilizers. Confused yet? You're not alone. Most people are. That's why we here at Ritz Digital Camera have put together this

Free Report:

"5 Things You Need To Know Before Buying A Digital Camera".

Even if you don't buy a Camera from us, don't buy a Camera period until you have answers to these vital questions...

- What is a Mega Pixel and why is it so important?
- Is a Digital Zoom as good as an Optical Zoom?
- Image Stabilization...do I really need it?
- Is 2 Megabytes a lot of storage?
- What type of Batteries are best for my Camera?



Photomart 300 Digital Camera



Photomart 600 Digital Camera

The Ritz Digital Advantage

Call For Your Free Digital Camera Buyer's Guide 402-952-5383

I + E + E + O = RESULTS

Finally, An Ad That Works!

Interrupt
Based on Hot Buttons of uncertainty and confusion.

Engage
"5 Things You Need To Know..." promises to educate the reader.

Educate
Allows reader to control information; identifies important and relevant issues.

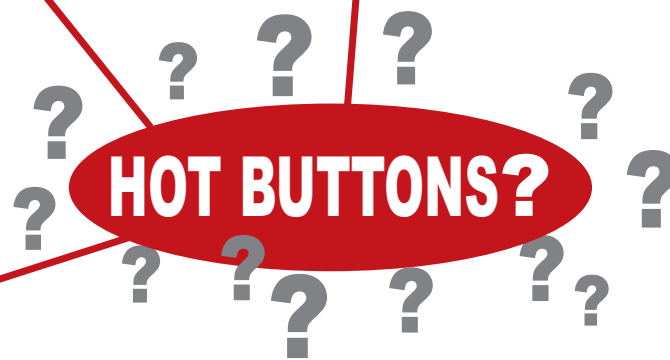
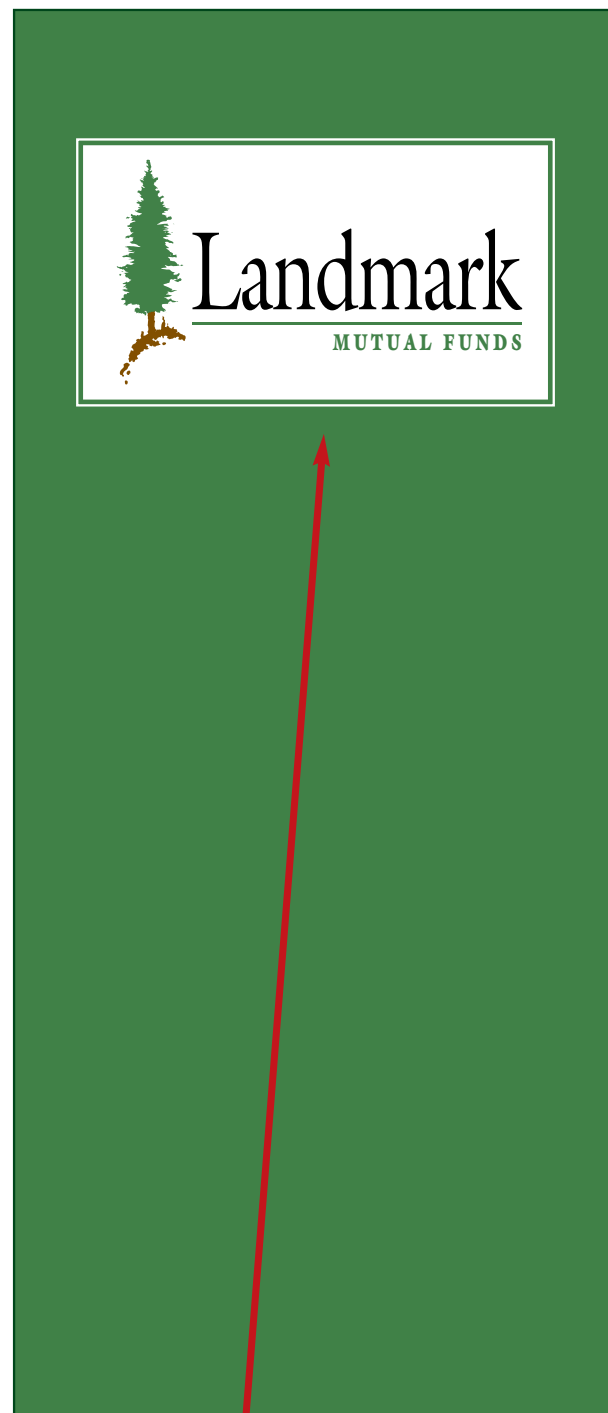
Offer
"Free Digital Camera Buyer's Guide" allows reader a low-risk way to take the next step.

Interrupt & Engage (continued)

Headlines

Headlines must be full of hot buttons that will interrupt the prospect. Use hot buttons based on problems, annoyances, or fears your prospects have. This triggers an emotional response and prepares them to become engaged.

Company names are **NOT** hot buttons, and therefore, not appropriate headlines.



Headlines should be used in all marketing pieces, not just advertisements. Even your brochures, websites, signs, and follow-up pieces should contain hot button-loaded headlines.

Will people actually read all those words? Yes, they will **IF** you have the right hot buttons... in which case the reticular activator is helpless. It has **no choice** but to "wake up" your conscious brain and pay attention.

HOT BUTTON

HOT BUTTON

HOT BUTTON

Nobody cares what your company name is until they know what you can do for them.

Mutual Fund Investment Strategies:

Which Ones Actually Work...

And Which Ones
Are Guaranteed To

Drain Your Savings,
Jeopardize Your
Retirement,
And Squash Your
Quest For Financial
Independence.



Landmark
MUTUAL FUNDS

This Brochure Is Just Begging To Be Read.

Marketing Equation Components 3: Educate

Now that the prospect has been successfully interrupted and engaged, your job as marketer is to become the facilitator of information—the fountain from whence all knowledge flows when it comes to figuring out how to buy what you sell.

You've got to give them enough information—quantified, specific, delineated information—that they feel like they understand the important and relevant issues. They need to feel like they're in CONTROL of the decision.

You've got to give them enough information to give them the unshakable confidence that they're making the best decision possible.

The more you educate the prospect on what he needs to know and look for and look out for, the more you're going to sell. The information has to be delivered in a way that's easy to quickly scan and digest. We simply call this component of the marketing equation Educate... and the information that is given to educate them is called "CONTROL" information, because it puts them in control of the decision.

Build A Case

Your product
or service
IS ON TRIAL.

THE CUSTOMER
is the jury.

YOU are the
attorney.

You must
EDUCATE
as to all of the
relevant &
important issues.

Prove that you
offer superior
value.

Present evidence
of expert
testimony to
support your
case.

Remember,
it's a life or
death
sentence!

How TO Buy SBC's \$1,000 A Month 1.544M T1 For Only \$399 A Month.

Now You Can Benefit From New Laws That Have Forced SBC To Make Their "Pipes" Available To Other Carriers For A Fraction Of The Cost...

It's True: SBC Has No Choice But To Sell Their Lines For Less Than They Can Charge You.

You know that the Baby Bells have enjoyed monopolies on phone service, but did you know that in 1996, a law was passed forcing the Baby Bells to make their lines available to other carries in an effort to promote competition?

What To Look For... And What To Look OUT For!

Comparing T1's is often like comparing apples to oranges. To make sense of a company's offering, you've got to understand what the important and relevant issues are, including:

1. **What is the length of the contract?** Most companies charge more money for shorter contracts. We charge one low flat rate, period.

2. **Is the router included or not?** If not, then the telco manages it for you, which will cost you more. We include the router so your cost is LOWER.

3. **How much is the "Loop" charge?** This is how much it costs to get the line from the ISP box to your office. With some companies, your Loop Charge can be as much as 25% of the monthly fee.

4. **Is monitoring included?** Most companies charge more money to monitor your ISP to make sure it's up all the time. We include monitoring even at \$399 a month.

How Much SHOULD You Pay For A Good T1?

The bottom line is that if you know how to compare apples to apples, you can get the best value possible. T1's don't have to be expensive, especially if you are educated when you go to purchase one.

Call For Your FREE "T1 Cost Comparison Guide"



Name: _____

Company: _____

Address: _____

City, State, Zip: _____

Phone: _____ Fax: _____

Please Fax This To (402) 952-5383 or Call (402) 952-5383

I + E + O = RESULTS

When It Comes To Law,



Close Is *Not* Good Enough.

With Borrowitz & Grubits, you can rest assured we get the details right. Whether it's personal injury litigation, real estate, or business law, our team of attorneys work hard to get the job done right... the first time. Our smart, savvy lawyers love a good legal challenge and thrive on helping our clients seek justice. When you're in need of legal council, call the law firm of Borrowitz & Grubits.

**Borrowitz
& Grubits, LLP**
Counselors at Law

2525 Apple Avenue, Franktown, New York
1400 Main Street, Citytown, New York
1000 Franklin Avenue Middletown
402-952-5383
www.mymbook.com

You would think that attorneys would be great marketers since they are experts at building cases. In fact, most attorneys are horrible marketers. If you're in trouble and you needed an attorney, would you call the platitude ad (above) or the marketing equation ad?



3 CRITICAL Characteristics To Demand From Your Attorney *Does Yours Stack Up?*



1. Expertise. The key here is not just experience, but experience in **cases like yours**. There are over 60 different broad disciplines, each of which has over 100 sub-categories. We will always find out the details of your case, and assign the attorney with the right experience for **your** case. If our firm doesn't have the expertise, we won't take the case, period.

2. Caseload. Too many irons in the fire is a big problem with many firms and their attorneys. Nationally, the number of cases assigned per attorney could be as many as 40 or 50. That leads to slow response time and inattention to detail. Make sure your attorney has no more than 10 files at any given time.

3. Fee Policies. Your attorney should help you solve your problems, not be the source of them! Unfortunately, some firms "conceal" certain changes until after it's too late to undo the damage. Request our free report for more info.

**Find Out How We
Stack Up... Call For
Our FREE Report:**

**Borrowitz
& Grubits, LLP**
Counselors at Law

2525 Apple Avenue, Franktown, New York
1400 Main Street, Citytown, New York
1000 Franklin Avenue Middletown
402-952-5383
www.mymbook.com

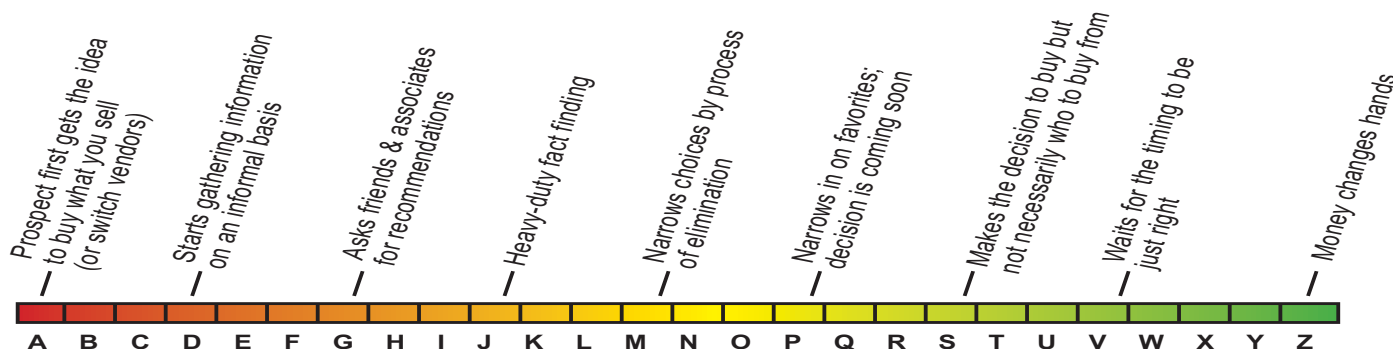
*How To Choose The Right
Lawyer for Your Case*
402-952-5383



Marketing Equation Components 4: The Offer

The Educational Spectrum

Most marketing pieces only appeal to NOW buyers. Problem is, those who are ready to buy NOW only account for 1% to 5% of all prospects. By putting a low-risk offer in your ad that allows the prospect to get more information—become more educated—you can capture a much larger portion of prospective buyers.



Prospects from all points of the Educational Spectrum will respond to your offer, instantly increasing your ad's "pull" by 2 to 100 times. And the best part is that you can now control those prospects by pro-actively nurturing them along via a follow-up system... and capture more more long-term sales.

$$I + E + E + O = \text{RESULTS}$$

This ad not only interrupts and engages with hot button-filled headlines, it also educates and extends an offer for a free report.

This Ad Is A Winner.

Compare this ad to those on pages 2 and 3.

The Only New Home Community In Frisco, Plano, Or McKinney With Homes From The \$180's To \$400's That Was Designed Specifically For Professional People With Children.



- 3 Basketball Courts
- 2 Sets Of Hiking Trails

All Surrounding A Brand New Frisco ISD Elementary School...

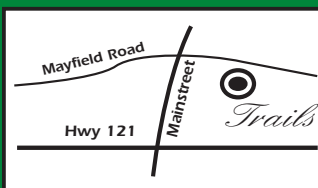


- 6 Playgrounds
- 5 Swimming Pools
- 4 Community Centers



Make The Trails of Eastland The Most Kid-Friendly Community In The Entire DFW Area.

THE *Trails of Eastland*



Call To Get A Copy Of Our FREE Report -


Ranking Kid-Friendly Communities In DFW-How They Stack Up & What To Look For

402-952-5383

Which Do You Think Works Better?

These ads... or the one on the next page?

STARVING STUDENTS



- ♥ Local long distance & office moves
- ♥ Doing the job right for over 25 years
- ♥ Fully insured and licensed
- ♥ Open 7 days a week
- ♥ Storage

- ♥ Free use of wardrobes for local moves
- ♥ Full packing service & supplies
- ♥ Time starts after we arrive
- ♥ Free rate quotes
- ♥ We move over 50,000 households annually



WHY OUR PEOPLE DO A BETTER JOB
 We pay our movers a quality bonus when your local move meets our high standards

DEDICATED TO DELIVERING A LOWER FINAL BILL!

| | | |
|---|--|---|
| <p>The Full Service Mover PACK-STORE-MOVE</p> <p>(402) 952-5383 (402) 952-5383</p> | <p>Short Notice Moves Welcome</p> <p>Locations in: Dallas, Grand Prairie, Ft Worth</p> | <p>For Long Distance Moves CALL TOLL FREE!</p> <p>(800) 952-5383 (800) 952-5383</p> |
|---|--|---|

4835 Top Line Dr. <http://www.mymbook.com>

An equal opportunity employer. We employ students as well as other qualified applicants.
 "The serious mover with the funny name - since 1973"

I + E + E + O = RESULTS

Do you really want starving students touching your stuff?

Do you see how these ads force these companies to compete only on PRICE? None of the important and relevant issues when it comes to moving are discussed. Platitudes prevail.

ATV Moving

Around the Block
Locally Owned & Operated



RESIDENTIAL & COMMERCIAL LOCAL & LONG DISTANCE

- NO HIDDEN CHARGES
- FLAT RATE PRICING OR HOURLY
- DEDICATED TO SATISFACTION
- FULLY INSURED
- PROFESSIONAL PACKING SERVICE
- FULL RANGE OF PACKING MATERIALS & SUPPLIES

Free Estimates

LOOK FOR THE SQUIRREL

We Make Moving Fun

402-952-5383






COURTEOUS, EXPERIENCED, PROFESSIONAL PERSONNEL

I + E + E + O = RESULTS

If "look for the squirrel" is a hot button for you, then you've got issues!

The Marketing Equation: All Together Now

When all of the components come together, not only is it a thing of beauty, but you also make a lot more money!

Remember, human nature demands that people always want to make the best decision possible. Marketing's job is to facilitate that decision-making process. As long as you have each of the 4 components of the marketing equation in place, your ads will work every time.

Will people really read all that text?

They will if they are human beings whose nature demands that they always make the best decision possible. Use the Marketing Equation to facilitate giving them the information they need in an easy-to-understand format.

069202 • Southwestern Bell Advertising
LOOK FOR VALUABLE COUPONS IN THE GREEN SECTION
MOVERS 549

Last Year Over 4,350 Complaints & Lawsuits Were Filed Against Moving Companies In Dallas.

Ask These 15 Questions To Make Sure That Your Moving Company's Policies, Procedures & Standards Will Protect You From An Unpleasant Moving Experience.

INSURANCE:

- Do they have an insurance policy with an insurance company or are they "self-insured"?
In 2002 out of 267 moving companies in the greater Dallas area; only about 15 carried genuine insurance. All other moving companies were only "self-insured" even though their advertisement might say that they are "insured for you your protection."
- Are your valuables covered per pound or with full replacement value?
If the moving company is "self-insured", it usually means; that they will only cover your valuables "by the pound".
Example: If your 25" TV at a value of \$400 gets dropped by a mover, you will not receive \$400, but only between \$0.20 and \$0.60 per pound; that means, if the weight of the TV is 50 pounds, you will only get between \$10.00 and \$30.00.
- Ask for their "Certificate of Insurance!"
- Is there any extra charge for insurance?
There are companies that will provide you with full coverage insurance for free. Most insured companies charge \$8.50/thousand, with an \$85.00 minimum.

BONDING:

- Are they bonded?
If they are, it should be on their "Certificate of Insurance". Most moving companies are not bonded. Don't accept any excuses why they are not. You won't be protected.

BUSINESS STANDING:

- Is the moving company a member of the Better Business Bureau?
- As of 9/02 only 44 moving/storage companies were listed with the Dallas BBB. Call the BBB and request a report of their standing.
- Will they provide you with 3 current references upon your request?

INVENTORY:

- Can you get a computer generated inventory confirmation statement?
This is important, if you have a lot of items.
- Can you secure a "guaranteed" moving price? Make sure all items you want to be moved are listed, to prevent expensive "same day" or "add-on" charges.

PRICE:

- Ask for two comparison quotes.
 - Get one quote based on your entire inventory.
 - Get a second quote based on a calculated "real time" hourly rate.
This way you can ensure to always get the better price!
- Does your price only include the items you have "inventoried" or is it a "flat" rate?
Make sure to ask this if you get a price based on your inventory.
- Request a written confirmation of estimates or the final moving price, if you have a larger move.

ADDITIONAL SERVICES:

- Do they offer the disassembly and re-assembly of your furniture?
- Do they offer to disconnect and re-connect your major appliances?
- Do they offer packing and un-packing services?

A large number of moving companies do not offer these services.

Even if you don't move with us - call and get our free MOVE PLANNER™.

A ABSOLUTE MOVERS, L.L.C.

Moving can be a tedious task and as a woman-owned and run business, we understand the concerns and worries that come with it. We are here to help! Our mission is to provide excellent service at affordable rates and to set new standards for customer service and care.

- ✓ FREE full coverage insurance*, fully bonded,
- ✓ detailed inventories,
- ✓ state of the art custom computer booking system for over the phone estimates
- ✓ free on-site inventory and estimate
- ✓ easy and flexible adjustments of inventories, prices and services until the night before the move
- ✓ comparison between hourly and inventory rates,
- ✓ same day service,
- ✓ loading and unloading of your rental truck or portable storage container,
- ✓ full service packing and un-packing,
- ✓ dis- and re-assembly of furniture,
- ✓ dis- and re-connect of washers, dryers, refrigerators
- ✓ courteous, trained, professional moving specialists
- ✓ references upon request (*up to \$10,000)

• FREE •

MOVING COMPANY COMPARISON CHECKLIST

Helps you judge any moving company before committing to a move or giving them a dime.

Available at
www.mymbook.com
or call us to receive our fax or mail.

CALL US NOW! (402) 952-5383
(402) 952-5383 fax

or fax us your inventory and we will call you back with a price!

metro (402) 952-5383

1. Qualification Question:

[illegible]

Discovery Questions (continued)

3. Need To Know Question:

What are the relevant and important issues that a prospect needs to be aware of when making a decision?

4. Case Building Question:

What do YOU do to give the customer what he wants?

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

■ **Discovery Questions (continued)**

5. Evidence Question:

What would the typical prospect need to see or hear to feel like they had enough information... and be in control of making the best decision possible?

| Evidence Type | Specific Evidence You Can Gather |
|-----------------------------|----------------------------------|
| 1. Articles / Press Stories | |
| 2. Associations | |
| 3. Awards | |
| 4. Books | |
| 5. Charts & Graphs | |
| 6. Client Lists | |
| 7. Comparisons | |
| 8. Compliance Checklists | |
| 9. Earnings Reports | |
| 10. Endorsements | |
| 11. Examples of Savings | |
| 12. Expertise Tests | |
| 13. Facts & Figures | |
| 14. Performance Audits | |
| 15. Photos / Videos | |
| 16. Product Demos | |
| 17. Quotes | |
| 18. Standards Lists | |
| 19. Statistics | |
| 20. Technical Drawings | |
| 21. Tests / Lab Results | |
| 22. Testimonials | |

■ **Headlines**

The headline is the first opportunity you have to interrupt the prospect. Since you only have about one-half of a split second to interrupt the prospect, you’d better make sure that your headline has activators in it... and that the activators are based on things that are important and relevant—or in other words, HOT BUTTONS. Hot Buttons are words and phrases that describe familiar problems that the prospect is feeling, so that their reticular activator will latch on to them and snap them from Alpha Mode into Beta Mode. In print advertising—magazines, newspapers, yellow pages, etc.—the headline is printed at the top, usually in large letters. In radio and television, it’s the first sentence spoken. In brochures, websites, and marketing collateral it’s the first thing the prospect sees.

Plain English Headlines

To write a headline in Plain English, first call out to your target market then pepper him/her with Hot Buttons. Since most people don’t feel like they’re very creative, use this fail-safe shortcut to get you started: Take your answer to the first and second Discovery Question, the Qualification Question, and then Customer Values question (page 23), and use them to simply make a statement. Example:

If Your Fence Is 5 Or More Years Old And Starting To Look Ragged, And You’re Worried About Safety Of Your Children... (Qualification Question)

...And You’d Like To Build A High Quality Fence That Won’t Droop, Sag, Lean, Rot, Disintegrate, Teeter, Or Fall Over For At Least 15 Years... Then I’d Like To Talk To You. (Customer Values Question)

Write headlines in Plain English for your business:

Headline Starters

Headline starters are really just categories that headlines can fall under. Use them if your mind goes blank when you’re trying to write headlines. Ultimately, the point of headline starters is to help you get started writing headlines in Plain English. Use these categories to get you going:

| Category | Write A Headline In This Category |
|--------------------|-----------------------------------|
| News | |
| Inflammatory | |
| How-to | |
| Questions | |
| Testimonials | |
| Guarantees | |
| Comparisons | |
| Bold claims | |
| Problem / Solution | |
| Numbers | |
| Offers | |

■ The Headline Bank

The basic concept is to emulate existing headlines to create powerful new ones. Our full headline bank contains over 175 headlines; including ones that were written by both us and other great copywriters of the last 100 years. On this page, you'll find a pared down version of the headline bank that contains just 15 headlines. These headlines are good—they are full of Hot Buttons and they interrupt and engage prospects. All you have to do is modify the content to fit your particular situation. Emulate each headline to fit your business in the blank space underneath the original headline. You should be able to do at least 5 to 8 without too much trouble:

1. The 3 Biggest Problems You'll Have With Most Plumbers, And How Mr. Burrows Overcomes Them All.
2. What The Eye Surgeons Don't Want You To Know.
3. Major Diet Plans: Which Ones Actually Work...And Which Ones Are Guaranteed To Torture You, Cost A Fortune, And Leave You Fatter.
4. Three Fairy Tales You'll Hear From Brokers...Even Honest Ones.
5. The Most Common Tax Mistake (You're Probably Making It Now).
6. A Dozen Dirty Tricks Of New Car Dealers. Most Are Totally Undetectable—Unless You Know What To Look For.
7. Four Critical Characteristics To Demand From Your Skip Tracing Agency... Does Yours Do These?
8. Of Course You've Heard Of Laser Vision Correction. But Have You Heard Of AFFORDABLE Laser Vision Correction?
9. If Your Pharmacist Goofs, You Could Be Dead. How To Protect Yourself—Takes Just 3 Seconds.
10. How Much Should You Pay For A Good Pair Of Binoculars?
11. Something You Probably Didn't Know About Rolex Watches.
12. A Little Mistake That Cost A Farmer \$3,000 A Year.
13. A Challenge To Women Who Would Never Dream Of Serving Margarine.
14. The #1 Most Common Goof In Buying A House.
15. Every 15 to 25 Years, A Major Innovation Completely Changes The Face Of The Copier & Printing Industry. Guess What?

The Master Letter

The Master Letter is essentially a case briefing. It's a snapshot of your strategic marketing plan that utilizes all of the information you gathered during the discovery process, as well as the headlines you've written. The Master Letter should follow the marketing equation—it should interrupt, engage, educate, and offer. And as the name, Master Letter implies, it's all done in the form of a letter. The Master Letter "the most important letter you'll ever write for your business... even if you never send it to anyone." Why? Because once you have the Master Letter done, you will have all of the information at your fingertips in a well-written, powerfully stated format that you can quickly and easily draw on to write any other piece of marketing you could need. Need to write an ad for a magazine? No problem. Just adapt the Master Letter. Need a yellow pages ad? Same thing. Want to send a postcard? There it is right there in the Master Letter. Need content for your website? Guess what; it's in the Master Letter. Need to put together a marketing tool to further educate your prospects? Guess where the basic outline for that report can be found? That's right, the Master Letter.

This sentence Engages the reader because it promises to Educate

Beginning of "Control" information that Educates

Hot Buttons

Part of the Evidence as gathered for Discovery Question #5

Plain English "headline" adapted from Discovery Questions 1&2

Headline Bank Headline

Headline that Offers a free report

Because of space limitations, most of the Education will come in the free report

First Commercial Bank
Specializing in Small Business loans, so you don't have to.

A division of First Affiliated Bank, N.A.
5555 Quorum, Suite 360
Dallas, Texas 75240
(402) 952-5383

December 23, 2003

Dear Executive,

If you are a successful business owner, professional, or entrepreneur, and are looking to expand your business and need to secure a business loan to finance new equipment, more land, or more building space... I would like to show you an easy way that you can get a small business loan with far less hassles, no hidden costs, and in less time than you could expect from traditional banks.

My name is Ken Krovinas; I am the Vice President of First Commercial Bank. We are the largest small business lender in the state of Texas... and we do something that is unique to this industry in that we eliminate many of the problems small business owners traditionally have when trying to secure a loan to expand their business.

In a recent survey taken with Texas business owners who had recently received a loan for business expansion (land, equipment, buildings, etc.) it was found that they experienced three major frustrations and problems during the application and approval process. I would like to show you these three problems and then tell you about a FREE report that will show you how to eliminate them. The report will show you how to get a small business loan without the hassles, without hidden costs (you won't pay a dime until your loan is approved), and with a great interest rate—and, within 30 to 60 days... all without ever leaving your office.

Three Problems Everyone Has When Trying to Get Small Business Loan for \$50,000 to \$2,000,000.

- Too Many Hassles:** Usually you'll spend countless hours running around trying to get all the paperwork done...worrying about time consuming packaging requirements...dealing with inexperienced loan officers...trying to find time to go over to the bank to handle everything. I'll send you a FREE report that shows you how to eliminate all of these energy-draining hassles.
- Turn Around Time Too Long:** If you endure the paperwork phase of getting a traditional loan, get ready for a long wait while the loan officer processes it. The typical loan officer is just a year or two out of college—our typical loan officer has 15 years of experience. Your FREE report will reveal how they utilize their experience to cut through the red tape and save you time.
- Hidden Costs:** In a typical loan situation, there are always hidden costs involved. And if you're like most people, just not knowing about certain fees up front is even harder to swallow than actually paying them. Your FREE report will show you how to painlessly get a business expansion loan with absolutely NO hidden charges or fees.

Don't Even Start The Loan Process Until You've Read This Revealing Report, "What Every Business Owner Needs To Know About Getting A Business Loan"

Whose fault is it when these problems occur during your loan process? I say it's the bank's fault. At First Commercial Bank, we realize that getting a loan is a big step for you. We also know you are running a business, not trying to figure out how a bank works. That's why we've committed ourselves to overcoming every problem you will face at any other lending institution—to making your loan process hassle-free, fast, and predictable. Please call now to reserve your copy of the free report; even if you're just thinking about getting a loan right now, the report will show you the right questions to ask when the time comes.

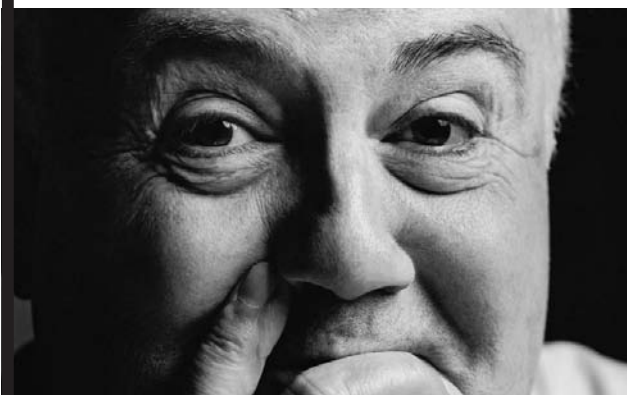
Sincerely,
Ken Krovinas
Ken Krovinas, Vice President

P.S. The FREE report will also tell you why *Entrepreneur Magazine* rated First Commercial Bank #1 in the state of Texas for small business loans. Ask for my assistant, Ginger, when you call. (402) 952-5383.

■ Lead Generators

Notice how the Master Letter is adapted directly into this lead generating advertisement. Some of the headlines have been moved around and changed, but the control is generally the same. This kind of ad can be put together in a matter of minutes once the Master Letter has been written.

Three Problems Everyone Has When Trying to Get A Small Business Loan For \$50,000 to \$2,000,000...



And How First Commercial Bank Overcomes Them All

1. Too Many Hassles:

Usually you'll spend countless hours running around trying to get all the paperwork done... worrying about time consuming packaging requirements... dealing with inexperienced loan officers...trying to find time to go over to the bank to handle everything. I'll send you a FREE report that shows you how to eliminate all of these energy-draining hassles.

2. Turnaround Time Too Long:

If you endure the paperwork phase of getting a traditional loan, get ready for a long wait while the loan officer processes it. The typical loan officer is just a year or two out of college—our typical loan officer has 15 years of experience. Your FREE report will reveal how they utilize their experience to cut through the red tape and save you time.

3. Hidden Costs:

In a typical loan situation, there are always hidden costs involved. And if you're like most people, just not knowing about certain fees up front is even harder to swallow than actually paying them. Your FREE report will show you how to painlessly get a business expansion loan with absolutely NO hidden charges or fees.

Whose fault is it when these problems occur during your loan process? I say it's the bank's fault. At First Commercial Bank, we realize that getting a loan is a big step for you. We also know you are running a business, not trying to figure out how a bank works. That's why we've committed ourselves to overcoming every problem you will face at any other lending institution—to making your loan process hassle-free, fast, and predictable. Please call now to reserve your copy of the free report; even if you're just thinking about getting a loan right now, the report will show you the right questions to ask when the time comes.

**Don't Even Start The Loan Process Until You've Read This Revealing Report,
"What Every Business Owner Needs To Know About Getting A Business Loan"**



Call For Your **FREE REPORT** That Shows Everything You Need To Know To Evaluate Any Bank You're Considering.

(402) 952-5383



Master Letter

If a bank and a fence company can use essentially the same Master Letter, don't you think you can do this for your company? If you've completed all of the Discovery Questions, and if you've written the headlines, then you have the building blocks to write your Master Letter. Give it a try.

What Most Fencing Contractors Don't Want You To Know

How to Ensure You Won't Be Buying Another Replacement Fence Less Than 5 Years From Now

Dear Homeowner,

If you have a fence that is in need of repair or needs replacing—with rotting posts, sagging rails, and/or warped pickets—then I would like to show you what you need to know to make sure you get a fence that will last 10 to 15 years, will be immune to most common “fence problems,” and ultimately will cost you far less money than you would end up paying for normal fences.

My name is Steve Jones; I am the Owner of Superior Fencing. We are one of the largest fencing contractors in the state of Texas... and we do something that is unique to this industry in that we eliminate many of the problems people traditionally face when buying, repairing, or replacing a fence.

In a recent study conducted with 18 reputable Texas fencing contractors, it was found that the vast majority offered their customers INFERIOR products that **they knew** would shorten the lifespan of the fences. Low-quality fences cost less money and make the contractor more likely to land the job from their unsuspecting customer. But in a follow-up survey with over 100 **customers who bought fences**, over 90% said they would have paid up to 20% more for premium quality if they had they known about these important and relevant quality issues:

Three Major Quality “Short-Cuts” Taken By Most Fencing Contractors... Even “Honest” Ones.

1. **Not Using Pressure Treated Posts and Rails:** Pressure treatment makes the wood more resistant to weather, which makes the fence last longer. There are different levels of treatment (ranging from .20 retention to .60 retention), and if you don't know to ask for it, chances are great that you'll be sold a fence with NO pressure treatment at all. I'll send you a FREE report that shows you how to tell if you're getting the quality you need.
2. **Using Skimpy Rails:** Even if your posts and rails are pressure treated, you'd better check the thickness of the rails. Most contractors will use 2 x 3's as standard operating procedure instead of superior 2 x 4's. The difference in appearance and longevity is night and day. Insist on 2 x 4's if you want your fence to last more than 5 years.
3. **Not Enough Hinges:** Depending on the size of your fence, the number of hinges put on the gates can be critical. About 45% of all wooden fences are 8' “privacy” fences; the gates on these fences are taller and heavier than 6' fences, and therefore need more hinges to keep the gates from sagging. 4 hinges are recommended for these types of gates; most contractors, however, will opt for 2, which saves them about \$35 to \$55 per job (assuming 2 gates). Insist on quality... or your gates WILL sag.

Ask For A Standard Bid First. Compare It Against These Standards. If It Doesn't Stack Up, Shouldn't That Tell You Something About Integrity?

Whose fault is it when you buy a crummy fence that lasts less than 5 years? I say it's the fencing contractor's fault. Every single company in the study has the ability to use higher quality materials and provide a better long-term solution. But out of the 18 companies polled, only 2 offered the premium quality materials and workmanship as their FIRST RECOMMENDATION. One of those two was Superior Fencing. Call for your **free estimate** if you're in need of a fence, or if you're just thinking about it, call for our FREE “Fence Buyer's Guide” to help you compare your options in more detail.

Sincerely,


Steve Jones

Steve Jones

P.S. If you call for the FREE report, ask us how many consecutive times we've won *D Magazine's* Fencing Contractor of the Year award. Ask for my assistant, Ginger, when you call. (402) 952-5383.

■ **Lead Generator**

Are you starting to understand why we call the Monopolize Your Marketplace system a system? If you can understand the Marketing Equation, and if you follow the basic steps as described in this program, you can get good results for your company.



What Most Fencing Contractors Don't Want You To Know

How to Ensure You Won't Be Buying Another Replacement Fence Less Than 5 Years From Now

If you have a fence that is in need of repair or needs replacing—with rotting posts, sagging rails, and/or warped pickets—then I would like to show you what you need to know to make sure you get a fence that will last 10 to 15 years, will be immune to most common “fence problems,” and ultimately will cost you far less money than you would end up paying for normal fences.

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In a recent study conducted with 18 reputable Texas fencing contractors, it was found that the vast majority offered their customers INFERIOR products that **they knew** would shorten the lifespan of the fences. Low-quality fences cost less money and make the contractor more likely to land the job from their unsuspecting customer. But in a follow-up survey with over 100 **customers who bought fences**, over 90% said they would have paid up to 20% more for premium quality if they had they known about these important and relevant quality issues:

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- 2. Using Skimpy Rails:** Even if your posts and rails are pressure treated, you'd better check the thickness of the rails. Most contractors will use 2 x 3's as standard operating procedure instead of superior 2 x 4's. The difference in appearance and longevity is night and day. Insist on 2 x 4's if you want your fence to last more than 5 years.
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Call for a FREE ESTIMATE
if you're in need of a fence, or if you're just gathering information, and to receive your **FREE COPY** of “Fence Buyer's Guide” to help compare your options in more detail.

(402) 952-5383



Photograph and Headline Bank Headline **Interrupt** the prospect

Sub-headline **Engages** the reader

“Control” information **Educates** the reader

Offer allows readers on the left-hand side of the Educational spectrum to gather more information before committing

Writing Evaluation Worksheet

Use this worksheet to grade any marketing piece you write according to the Marketing Equation. If the grade comes back "L-3" or lower, you will need to rework it—but you will know exactly where and how to make it stronger.

| | |
|---|---|
| <u>Interrupt: Headlines</u> | |
| Points | <input type="checkbox"/> L-0: No headline at all <input type="checkbox"/> L-1: Company name or play on words; does nothing to beg the reader to continue <input type="checkbox"/> L-2: Headline exists; ACTIVATORS are not HOT BUTTONS; False Beta Alert! <input type="checkbox"/> L-3: Hot Buttons Activated; not articulated well; but still interrupts <input type="checkbox"/> L-4: Good headline; interrupts prospect; work on intensity and tone to make it more powerful <input type="checkbox"/> L-5: Powerhouse! Headline has proper intensity and tone and hits the right HOT BUTTONS |
| _____ | |
| <u>Engage: Promise To Educate & Facilitate Decision Making</u> | |
| Points | <input type="checkbox"/> L-0: If Headline score is L-0, L-1, or L-2...then automatic score of L-0 here. <input type="checkbox"/> L-1: Nothing in ad to make reader want to continue listening... no sub-headlines; no add'l info at all <input type="checkbox"/> L-2: Contains sub-headlines that are NOT ACTIVATORS... reader gives up <input type="checkbox"/> L-3: Reader can tell from scanning ad that there may be decision-facilitating to be found <input type="checkbox"/> L-4: Use of ACTIVATOR-based sub-headlines gives reader promise of useful info in the ad <input type="checkbox"/> L-5: Engaged! Reader quickly scans and becomes enthralled based on excellent sub-headlines |
| _____ | |
| <u>Educate: Building Your Case</u> | |
| Points | <input type="checkbox"/> L-0: No case building materials present; maybe cute or institutional <input type="checkbox"/> L-1: Some features generically listed; not quantified, not compelling; perhaps menu-board-style <input type="checkbox"/> L-2: Relevant and important points at least listed but not developed; poorly quantified <input type="checkbox"/> L-3: Relevant and important issues listed with some quantification; educates on a basic level <input type="checkbox"/> L-4: Relevant and important issues detailed; educates prospect; builds a good case <input type="checkbox"/> L-5: Educates as to relevant and important issues; then builds solid, well-quantified case; prospect truly controls information and says, "I would have to be an absolute fool..." |
| _____ | |
| <u>Offer: Lowering The Risk</u> | |
| Points | <input type="checkbox"/> L-0: No offer at all <input type="checkbox"/> L-1: Contact info present; nothing specifically mentioned as an offer <input type="checkbox"/> L-2: Tells prospect to call for more information or to speak with a representative <input type="checkbox"/> L-3: Offer easily detectable; no handle, offer not as motivating as it should be <input type="checkbox"/> L-4: Good offer, gets prospect to take action—still does not capture widest possible audience <input type="checkbox"/> L-5: Excellent offer with handle that draws in all NOW and FUTURE buyers; causes prospects on all points of the Educational Spectrum to take immediate action! |
| _____ | |
| <u>Interrupt & Engage: Format</u> | |
| Points | <input type="checkbox"/> L-0: A total mess; try again <input type="checkbox"/> L-1: Does not flow, no logical reason for any placements; haphazardly done; not professional <input type="checkbox"/> L-2: Basic structure is in place; lacks power due to poor articulation, spacing, thought flow, etc. <input type="checkbox"/> L-3: Structurally sound, flows reasonably well, some parts are still done poorly <input type="checkbox"/> L-4: Proper use of type fonts and sizes on headlines, sub-headlines; spacing well done, etc. <input type="checkbox"/> L-5: Reader can quickly scan and understand main points; knows exactly what action to take |
| _____ | |
| <hr/> Total Number Of Points: _____ Divided By 5 = _____ This Is Your Marketing Writing Level: (L- _____) <hr/> | |
| <u>What Your Score Means:</u> | |
| <input type="checkbox"/> L-0: Totally wrong concepts, try again. This is a waste of your money. <input type="checkbox"/> L-1: Low interrupt value (False-Betas); does not engage, will get average situational results. Most ads are L-1. <input type="checkbox"/> L-2: Interrupts, hot buttons possibly present but not well articulated; will get good situational results. <input type="checkbox"/> L-3: Interrupts and engages; important and relevant issues defined; lacks power in articulation. Good results likely. <input type="checkbox"/> L-4: Interrupts and engages; important and relevant issues defined; articulation is good. Great results likely. <input type="checkbox"/> L-5: Well articulated, powerhouse ad interrupts and engages, gives reader control, leads to immediate action. | |

You can download this document in PDF format at www.mymbook.com

Now you can lead your prospects to say, "I would have to be an absolute

■ Writing Evaluation Worksheet

Use this worksheet to grade any marketing piece you write according to the Marketing Equation. If the grade comes back "L-3" or lower, you will need to rework it—but you will know exactly where and how to make it stronger.

| | |
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| _____ | |
| <u>Engage: Promise To Educate & Facilitate Decision Making</u> | |
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| Points | <input type="checkbox"/> L-0: No case building materials present; maybe cute or institutional <input type="checkbox"/> L-1: Some features generically listed; not quantified, not compelling; perhaps menu-board-style <input type="checkbox"/> L-2: Relevant and important points at least listed but not developed; poorly quantified <input type="checkbox"/> L-3: Relevant and important issues listed with some quantification; educates on a basic level <input type="checkbox"/> L-4: Relevant and important issues detailed; educates prospect; builds a good case <input type="checkbox"/> L-5: Educates as to relevant and important issues; then builds solid, well-quantified case; prospect truly controls information and says, "I would have to be an absolute fool..." |
| _____ | |
| <u>Offer: Lowering The Risk</u> | |
| Points | <input type="checkbox"/> L-0: No offer at all <input type="checkbox"/> L-1: Contact info present; nothing specifically mentioned as an offer <input type="checkbox"/> L-2: Tells prospect to call for more information or to speak with a representative <input type="checkbox"/> L-3: Offer easily detectable; no handle, offer not as motivating as it should be <input type="checkbox"/> L-4: Good offer, gets prospect to take action—still does not capture widest possible audience <input type="checkbox"/> L-5: Excellent offer with handle that draws in all NOW and FUTURE buyers; causes prospects on all points of the Educational Spectrum to take immediate action! |
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fool to do business with anyone else but you... regardless of price."

Lead Generator Template

This template is a fail-safe roadmap of how to write good advertising. If you've completed the Discovery Questions and written the headlines and the Master Letter, filling out this template will be a piece of cake. You can download this document in MS Word format at www.mymbook.com.

HOT BUTTON- LOADED HEADLINE

That Interrupts Goes Here.

**The Main Headline Above Along With This One
Here Should Both Interrupt and Engage.**

Engaging Headline That Promises To Educate Goes Here.

Type in your *Control* information here that helps support and build your case. Get info for these paragraphs from your Discovery Questions. Use as much specific detail as possible; but don't worry too much about the text because your **headlines and offer will pull most of the weight**. Your average paragraph should be *about this long*. A little longer won't hurt.

**Continue To Hit Their Hot Buttons.
One Line Or Two Is Fine.**

Make sure that as you write your text that you remember to use the writing guidelines. **Write like people talk**; it makes you seem more relatable. Use *simple words and short sentences*. For example, instead of saying 'with regard to,' just say 'about.' Don't attempt to be cute; it won't work. And most of all...**DON'T try to be an English professor!**

Tagline or Logo Here.

This Headline Should Let The Reader Know That There's A Low Risk Way To Get More Information.

Now you're in the home stretch! Make sure that all of your text supports your case... and remember to **quantify all of your claims**. Also, *use emphasis tools and punctuation*; there's several examples in this letter. But don't overuse them. Oh yes, one other reminder. The word **YOU** is the *second* most powerful word in marketing. *Use it!* (The *first* most powerful word is FREE).

☒

FREE!

State Your Offer
(with handle) For
FREE Stuff

Name: _____

Company: _____

Address: _____

City, State, Zip: _____

Phone: _____ Fax: _____

Please Fax This To (555) 555-1212 or Call (555) 555-1212

Loaded Headline That Interrupts Goes Here

in Sub-Headline That Engages Goes Here

Third Sub-Headline Goes Here

Second Sub-Headline Goes Here

Company Name & Contact Info Goes Here

Offer goes Here

■ Marketing R_x Tactical Marketing

Use this page to determine which Lead Generators and Marketing Tools are appropriate for your situation. On page 39, you can fill out the Tactical Marketing Overview to get a snapshot view of your entire plan—what it will entail, and an estimate of what it will cost.

Lead Generating

- Check off each medium that seems to be a good fit in the first column.
- If you're not sure about a particular medium, check it out to see if it has ads from other similar kinds of companies; remember, in advertising, it's better to be one of the pack than the lone dog.
- Rate the Relative Importance (R.I.) of each of the media you have checked... 10 being extremely important, 1 being not that important. More than one medium may share the same Relative Importance rating.
- If you need help on this step, call a Y2M Principal Consultant for advice and assistance.

| ✓ | R.I. | |
|---|------|---------------------------|
| | | Newspaper - Local Daily |
| | | Newspaper - National |
| | | Newspaper - Free Distrib. |
| | | Radio - Local, Spot |
| | | Radio - National Network |
| | | Television - Broadcast |
| | | Television - Local Cable |
| | | Classified Ads |
| | | Magazines |

| ✓ | R.I. | |
|---|------|-------------------------------------|
| | | Telemarketing |
| | | Internet - Search Engines |
| | | Email |
| | | Signs - Trucks, Movie Screens, etc. |
| | | Billboards |
| | | Cross Promotions |
| | | Flyers, Doors Hangers |
| | | Trade Shows |
| | | Trade Journals |

| ✓ | R.I. | |
|---|------|-------------------|
| | | Mail - Letters |
| | | Mail - Postcards |
| | | Mail - Piggyback |
| | | Mail - Card Decks |
| | | Yellow Pages |
| | | Other Directories |
| | | Other |
| | | Other |
| | | Other |

Marketing Tools

Marketing tools help increase the effectiveness of the entire sales process by giving the prospective customer a powerfully stated, well-articulated case. Marketing tools can cover as much or as little of the case as time or space will allow.

- Check off each marketing tool that seems to be a good fit in the first column.
- If you're not sure about a particular marketing tool, see what competitors are using. If other companies are consistently using a particular marketing tool, that's a good sign.
- Rate the Relative Importance (R.I.) of each of the media you have checked... 10 being extremely important, 1 being not that important. More than one medium may share the same Relative Importance rating.

| ✓ | R.I. | |
|---|------|------------------------|
| | | Audio Cassettes / CD's |
| | | Video / DVD |
| | | Printed Reports |
| | | Online Reports |
| | | Checklists |

| ✓ | R.I. | |
|---|------|------------------------|
| | | Recorded Messages |
| | | Sales Scripts |
| | | Receptionist's Scripts |
| | | In-Store Signage |
| | | Brochures |

| ✓ | R.I. | |
|---|------|-----------------------|
| | | CD-Roms |
| | | Websites |
| | | On-Hold Messages |
| | | Info Packs |
| | | 60-Sec Elevator Pitch |
| | | Seminars/Workshops |

■ Advertising Competitive Intelligence Worksheet

How To Use:

- Use this worksheet to gather information from other companies about what kinds of results they are getting from their advertising.
- Don't ask up front who the person is who handles yellow pages. Just ask whoever answers the phone.
- If they say they don't know how many leads they get a month, ask them "Would it be more like 50 calls or more like 500 calls?" This generally will force them to give you a good number.
- Make sure you ask about conversion ratio and percentage of their new business.

Script For Calling:

"Hello, this is John; I'm doing a customer satisfaction survey on behalf of (name of publication/station/etc.)... and simply want to see if you're satisfied with how good your ad is working. How many calls would you say you get from your ad in a given week (month)?"

| Company | Ad Size | Lead Flow | Conv. Ratio | % of Business | Comments |
|---------|---------|-----------|-------------|---------------|----------|
| 1. | | | | | |
| 2. | | | | | |
| 3. | | | | | |
| 4. | | | | | |
| 5. | | | | | |
| 6. | | | | | |
| 7. | | | | | |
| 8. | | | | | |
| 9. | | | | | |
| 10. | | | | | |

Summary / Notes: _____

■ Advertising ROI Worksheet

Your advertising budget should be as much as large as possible, as long as it's making you money. When trying to figure out whether or not to make a particular marketing investment, the cost of the ads should never be the issue. Instead, the question you should be asking is "How much profit will the ad return?" To answer this question, you've got to run your numbers before you make the investment to find out if a positive return is likely or not. Use this worksheet to help you out:

Advertising Return On Investment (ROI) Worksheet

Average Sale Price

\$

Gross Profit

\$

| Advertising Medium | | | | |
|-----------------------------------|----|----|----|----|
| Cost of Advertising | \$ | \$ | \$ | \$ |
| Closing Ratio | \$ | \$ | \$ | \$ |
| Sales Needed to Break Even | | | | |
| Leads Needed To Break Even | \$ | \$ | \$ | \$ |
| Cost Per Lead | | | | |
| Sales Needed To Double Ad Cost | % | % | % | % |
| Leads Needed To Double Cost | | | | |
| Cost Per Lead | \$ | \$ | \$ | \$ |
| Profit Goal: | | | | |
| Sales Needed To Reach Profit Goal | % | % | % | % |
| Leads Needed To Reach Profit Goal | | | | |
| Cost Per Lead | \$ | \$ | \$ | \$ |

In-Store Signage

In-store signage should be used in any retail situation. Signs can help your "Franchise You Sales System" by allowing customers to easily get important information without having to feel pressured by a salesperson. Signs should be simple, straight-forward, and informative. If your signs do their job, a prospect should be able to find what he needs, evaluate his options, and have an educated idea of what he wants before he ever speaks to the salesperson.

The Piano Buyer's Handbook

8 Things You Should Know Before You Buy Any New Or Used Piano



Compliments of
Ludwig Family Music

FREE
TAKE
ONE

How Much Should You Pay For A Good Piano?

Read Our FREE Report To Find Out



Ludwig Family Music

Preferred Customer Packages

Receive Between \$1,305 and \$2,005 of **FREE Services & Merchandise** When You Purchase Any Upright, Baby Grand, or Grand Piano

| Packages For: | Ludwig 5 Years | Chickering 4 Years | Wurlitzer 3 Years | Special Use 2 Years | Used 1 Year |
|--------------------|----------------|--------------------|-------------------|---------------------|----------------|
| FREE Lessons | \$120 | \$120 | \$120 | \$120 | \$120 |
| Lesson Disc | \$780 | \$780 | \$780 | \$780 | \$780 |
| FREE Tuning | \$375 | \$300 | \$225 | \$150 | \$75 |
| FREE Voicing | \$250 | \$150 | \$100 | \$75 | \$50 |
| Regulation | \$250 | \$150 | \$100 | \$75 | \$50 |
| 5 M Mag | \$30 | \$30 | \$30 | \$30 | \$30 |
| FREE Music | \$200 | \$200 | \$200 | \$200 | \$200 |
| Total Value | \$2,005 | \$1,730 | \$1,555 | \$1,430 | \$1,305 |

At Ludwig Family Music You Receive the Most for Your Piano Investment.

■ Marketing Rx Tactical Marketing Plan Overview / Cost Worksheet

| Type | Specific Type | Quantity | Cost | Starts When? | Duration |
|-----------------------------|-----------------|----------|------|--------------|----------|
| Lead Generators | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |
| Total Lead Generator Cost: | | | | | |
| Marketing Tools | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |
| Total Marketing Tools Cost: | | | | | |
| Hopper System | Emails | | | | |
| | Faxes | | | | |
| | Postcards | | | | |
| | | | | | |
| | | | | | |
| Total Hopper System Cost: | | | | | |
| Other Costs | Consulting Fees | | | | |
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |
| Total Other Costs: | | | | | |
| Total Costs: | | | | | |

Maximize & Optimize

Maximizing and optimizing has to do with taking the resources and assets you already have at your disposal and leveraging them for even more profitability. The biggest of these assets are your current customers. What you need to do is implement strategies that will increase the average amount of money that your customers spend with you... either on a per-transaction basis, or on a frequency basis... or both.

1. Perpetual Selling Strategies

Perpetual Selling strategies are designed to get customers to come back for more, forever. Many companies are so busy focusing on harvesting the red plums off any tree they can find that they fail to see anything but the ripe fruit in front of their face. Use these strategies to “get more from what you’ve already got.”

| Upselling Strategy | How It Works | How Could You Implement? |
|---------------------------------------|---|--------------------------|
| Follow Up With Specific Offers | <u>First</u> , capture the names and addresses of all of your customers. <u>Second</u> , contact all of your customers and ask them for more business. <u>Third</u> , make them a special offer or offer them a gift when you ask for more business. Example from audio: Golf course. | |
| Frequency Programs | Allow your customers to earn points or rewards based on their frequency of purchase. Make the program easy for the customer to manage, and don't make earning rewards too difficult. Example from audio: Shoe store | |
| Club Memberships | Organize extra services and benefits under the banner of a club membership and offer it to your customers. Example from audio: Flooring store's Designer Club | |
| Free Loss Leaders | Give your customers something for FREE that keeps them coming back. Example from audio: Hotel, restaurant, clothing store. | |

2. Joint Ventures

A business will spend a finite amount of time, money, resources, and sweat developing a relationship with its customers. The customers will have some level of confidence in that company, which translates into their willingness to respond to offers made by the company.

There are dozens of different kinds of joint ventures, but they all work in one of two basic ways: First, you let other companies play off your customer base—and then take a percentage of each resulting sale. Or second, you work a deal with other companies to make their customers available to you, then pay them a portion of each sale.

Joint Venture Starter Questions:

1. What kind of companies, businesses, or industries are kindred to mine but not competitive?
2. What other businesses do your customers patronize in connection with your business?
3. What other “hand-in-hand” products or services do they purchase that you don't sell?

| Joint Venture Type | How It Works | How Could You Implement & With Whom? |
|---------------------|---|--------------------------------------|
| Consignments | Another business sells your product to their existing customer base; you supply the inventory but don't charge them until the product is sold. Risk free to both parties; good exposure for you. Example from Audio: Lawn service & tree trimming | |
| Gifts | Have a business give a sample of your product or service away to their customer base as a way to introduce you. A good “value added” proposition for them. Capture client list if at all possible for follow ups. Example from Audio: Piano store & lessons, Lexus dealership & spa | |
| Endorsements | Business lends their name and credibility to their customer base on your behalf. First, they detail the benefits of your products/services, then they make a specific offer of how their customers can do business with you. Example from Audio: Custom home builder & CPA | |

3. Upselling

Upselling simply means giving your customers a gentle nudge or bump to purchase additional items or spend more money on items they are buying anyway. In other words, find ways to get your customers to spend more money with you at the point of purchase than they normally would if left to their own devices.

| Type | How It Works | How Can You Implement? |
|-----------------|--|------------------------|
| Packaging | Take something that would normally cost money and include it for "free" as part of a package; makes the original product more attractive. Example from Audio: Golf course green fees, cart rental, and range balls | |
| Compatible Item | Offer something that complements the original product at the point-of-purchase, possibly at a discount. Example from Audio: Trash compactor bags, extended warranties | |
| Bulk Discounts | Give the prospect a discount when buying a large quantity. Example from Audio: Trash compactor bags | |
| Offer A Premium | Give away something related or unrelated at point of sale to encourage action. Example from Audio: Television | |

4. Pro-Active Referral Systems

Referrals are one of the greatest sources of new business for any company. Those who are referred by excited clients have a built-in trust and confidence in the company already. The problem with traditional methods of generating referrals is that you have no control over the process. Therefore referrals come in sporadically (if at all), only when the clients gets into a situation conducive to talking about (product or service). Most referral programs leave it up to the salespeople to generate referrals, which rarely happens. Without a PRO-ACTIVE system for gathering referrals, very few referrals are ever generated, even though your clients likely have a large number of friends and associates who are qualified prospects.

The object of the MYM referral program is to get customers excited so they'll let you access their database/rolodex of friends and associates who fit your target market, and allow you to use the customer's name when introducing your company. If you can get 2-10 referrals per client (even first time call in prospects) you can greatly and immediately increase your prospect base.

| How To Do It | |
|---|---|
| Identify A Premium | Decide on a premium that's of high perceived value (but relatively low cost) that you can send to your customers. The premium should be either what you sell (i.e., free stuff or gift certificate), or related to what you sell (i.e., free reports, audios, videos—in other words - marketing tools) that can educate and benefit your customers and/or prospects. 1. _____ 3. _____ 2. _____ 4. _____ |
| Send It Along To Your Customers | Create a letter that tells your customers that you're sending them this free gift as a token of your appreciation for being your customer. Take this time to reinforce all of your most important Case Points; let them know that you've innovated your business specifically to (help them, make their life easier, eliminate frustrations, etc.). Tell them that because of the tremendous value that you offer to the marketplace, you would be willing to send the same free gift (or different gift, as appropriate) along to any of their (friends, associates) who might benefit from (Case Points) as well. |
| Offer To Send Referrals On Their Behalf | Create a form that your customers can use to fill out and send/fax back to you. Also give them the opportunity to email the referrals if they prefer. When the referrals come in, send the package with the free (premium) to the referral along with a letter identifying their friend/associate as the one who was kind enough to think of them. |

60 Second Elevator Pitch

The 60 Second Elevator Pitch is a quick synopsis of who you are and what you do. It should follow the Marketing Equation to the “T”... in that it should interrupt, engage, educate, and offer. The reason it’s called the 60 Second Elevator Pitch is because it’s what you’d say to somebody if you were on an elevator and you didn’t have much time to describe what you do, and you wanted to get the most bang for your buck. And no, the 60 Second Elevator Pitch does not have to be exactly sixty seconds long! It can be shorter or longer depending on what you’re got to say.

- **We provide...** and then state the (nature of your product or service)
- **For...** and then state who your (target customer) is...
- **Who...** then list the answer to the (Qualification Question, found on page 23)...
- **And are looking for...** then list the answer to the (Customer Values Question, also found on page 23).
- **Most people who buy...** then list your (product/service)... **aren’t even aware that...** then list your (Most important answers from the Need To Know Question, which is found on page 24).
- **We always offer...** then list answers from the... then list information from your (Case Building Question, found on page 24).
- **To help...** your (target customer)... **make the best decision possible**
- **We offer a FREE...** then list (your offer)...
- **Which contains...** then list the information you listed in the (Evidence Question, which is found on page 25).

Example: Wooden Fence Company

- **We build** wooden fences **for** homeowners.
- **Who** have old, worn out fences that sag or lean, and who are concerned about the safety of their children, the looks of their yard, and the resale value of their house (as many are as appropriate).
- **And are looking** for a fence that will look good, last a long time, have no hidden charges or fees, and are built by certified, uniformed fencing specialists.
- **Most people who buy** fences **aren’t even aware that** the materials used are critical to the fence’s longevity, and that almost all fencing companies compromise on the quality in order to offer a lower price and get jobs from customers who don’t know any better. For instance, it’s critical that the posts and rails be pressure treated or else they’ll sag or lean within 6 months. It’s also important to use 2 x 4’s on the rails instead of 2 x 3’s... the difference is usually about double the lifespan.
- **We always offer** only high quality materials like I just mentioned; we also implement several other quality controls that most fence companies don’t use. We also carefully screen our workers and certify them before they ever pick up a hammer.
- **To help** homeowners **make the best decision possible we offer a FREE** Fencing Standards Checklist.
- **Which contains** all the questions they’ll need to ask any fencing company to make sure that they’re getting the best fence possible for the money. We also have over 1,100 references and a 13-minute quality assurance video showing comparison pictures of fences done the right way and the wrong way 3, 6, 12, 24, and 36 months after the job.

■ 60 Second Elevator Pitch

Template: Fill out for your company.

| | |
|--|---|
| We provide | |
| | <small>nature of product or service</small> |
| for | |
| | <small>target customer description</small> |
| who | |
| <small>(Qualification Question, Page 23)</small> | |
| and are looking for | |
| <small>(Customer Values Question, Page 23)</small> | |
| Most people who buy | |
| | <small>nature of product or service</small> |
| are not even aware | |
| <small>(Need To Know Question, Page 24)</small> | |
| We always offer | |
| <small>(Case Building Question, Page 24)</small> | |
| To help | make the best decision possible |
| | <small>target customer description</small> |
| we offer a FREE | |
| | <small>name of offer</small> |
| which contains | |
| <small>(Evidence Question, Page 25)</small> | |

Outline For Implementation

Why do you think it's so important for everyone to know the 60 Second Elevator Pitch? Think about it. What if everyone in your company from the lowest to the highest was completely dialed into what you do and knew exactly why your customers buy from you? What if they knew the reasons why people would be an absolute fool to buy from anyone else but you... regardless of price? Do you think that would make a difference in your company? Do you think it would start to wear off on them and show up when they're in front of customers? Here's how to integrate this powerful tool into your business:


1. Develop your 60 Second Elevator Pitch using the template provided.
2. Record it and burn it onto audio CDs.
3. Require that everyone in the company memorize it.
4. Conduct frequent "spot checks" to ensure everyone knows it.
5. Reward those who learn it and know it well and can say it at a moment's notice.

Comprehensive Case Study - Manufacturer

The following three pages contain marketing pieces discussed on the audio program that were created for a manufacturing client. Foreign competition had drastically lowered prices and margins in the industry and caused this company to go from over \$40 million in annual sales to just over \$20 million in a matter of 5 years. What we found when we looked at their existing marketing was a classic case of "inside reality" not matching the "outside perception."


We created lead generators, marketing tools, and hopper systems all designed to educate their prospective customers about the important and relevant issues in their industry. Since their prospects were resellers (not end users of the tables) the strategic marketing plan revolved around "MAKING MORE MONEY."

On the following pages you can see how the components of the Marketing Equation have been integrated into the various marketing pieces. The results of this campaign? The company returned to profitability within 3 months, and the owner realized a \$7 million profit after the first 10 months. Two years after starting, the company bought out their main competitor, and in 2003, sold out to the largest pool table manufacturer in the country for \$34 million.





Richly colored, heavy gauge blue cloth, accented with luxurious polished brass trim are combined with all the exclusive Dunahoe features to insure "Top Brass" will be your top earner.

The same reliable, trouble-free operation you've come to expect is standard in this location - proven winner. Contact your local, authorized Dunahoe distributor for more information.



The Power of Quality.
6363 N. State Hwy 161
Irving, Texas 75038
(402) 952-5383

COMMAND \$1 PLAY!

With Top Brass by Dunahoe...
The Country's #1 Selling Upscale Coin Pool Table



Upscale Pool Commands \$1 Play

The number of pool halls in the U.S. has increased in the last two years from 5,000 to 8,000 - a 50% increase. Most of those new pool halls tend to be upscale with upscale tables. This presents an excellent opportunity for you with Dunahoe's Top Brass line. The tables have brass trim, black laminate, solid wood rails and our signature blue felt!

The tables can usually command a 25 to 50 cent per play premium over regular tables, and can almost always instantly capture better locations with higher weekly payouts. Top Brass was introduced over a year ago and has accounted for a high percentage of all pool table sales.

If You're Not Operating Top Brass, You're Leaving Money On The Wrong Table!

YES! I want my pool tables to get \$1 per play! Please send me the Dallas Morning News Reprint and Top Brass Action Kit!

YOU CAN

☐ Call our response line at (402)952-5383

☐ Fax this completed coupon to (402)952-5383

☐ Or Mail the completed coupon to Dunahoe, 6363 N. State Hwy 161, Dallas, Texas 75038

Name _____ Category _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Lead Generators

The original lead generators that this company were using were typical marketing garbage. All platitudes, all the time. Read the text on the ad above and see if you can remain awake! The ad above interrupts based on a bold claim promise of getting \$1 per play, and the offer allows the reader to get more information in the form of a marketing tool, in this case, a report.

Marketing Tools

The purpose of a marketing tool is to educate prospective customers as to the important and relevant issues, then build a case as to how this company stacks up against those standards. This client was so broke at the time that these reports were laid out on a simple layout program and printed on a laser printer, then photocopied on cardstock at Kinko's. Guess what? They worked like a charm—to the tune of millions of dollars in sales.

One Table... Six Upgrade Options.

Our standard Dunahoe Hockey table is called the Quick Flash... and comes in our instantly recognizable red and yellow colors. Our models have outsold every other competitor by over 12 to 1 in the last 15 years. It is truly the industry leader. To cater to your individual locations' needs, we now offer several upgrade packages:

Sound Packages: these tables are equipped with a special computer generated sound card that plays upbeat-tempo music that enhances the playing experience. In addition to the music, there's also crowd sounds, rebound sounds and score sounds. In tests, players reported an increased energy level and actually thought the game was even faster when the music was playing. Several operators have reported increases of 25 to 44% when adding the sound option to tables in family fun centers and arcades.

Overhead Scoreboard With Light: Replaces the side-mount display that's harder to see. The overhead counter automatically records all goals and displays them right in the middle where they are easily seen... even during play. The overhead light allows you to put the table in low light areas without the expense of hanging extra lights. All in all, the overhead scoreboard makes the game feel more like real hockey.

Neon Tables: If you really want your tables to stand out, you might consider a neon package. When illuminated by a special backlight, the side rails, pucks, goals, and mallets glow in the dark... while the playing surface remains black, giving the illusion of outer space. This option, surprisingly, is very popular in bars and other low-lighting venues, as well as arcades and family fun centers.

Graphics Packages: We can customize a graphics package for the casing of the table, or you can choose from one of our two graphics packages we carry "off the shelf." The cost of these packages is small compared to the increased play these tables can attract.

Four-Player Hockey: This option is really catching on in family fun centers and arcades around the country. Just like doubles tennis, 4-player hockey lets two players team up on each side of the table. What makes this exciting for you is the increased revenue it brings in—all 4 players must pay to play, effectively doubling your profits! These tables are extremely popular in locations where people come on dates (mini-golf, bowling alleys, and even bars). The table also makes a more challenging game for one-on-one players because of the increased size of the playing surface and goals.

Top Brass: for upscale locations, we offer the stylish brass, black, and blue Top Brass table. This table can command a 50% to 100% premium per play based on it's looks and the kind of locations it can get. We also offer a companion, Top Brass Pool that compliments the Hockey table.

Make More Money From Your Table Hockey Locations!

Dunahoe Hockey Outselling All Of Its Competitors By 12 to 1. Here's Why...

Players love fast tables.
Fast tables get played more often.
Tables that get played more often make more money.
And by the way, these tables are practically maintenance-free and cheat-proof.

The Fastest Tables On Earth... Up to 81 MPH.

The biggest thrill and excitement of table hockey is the speed of the game. Many tables suffer from "snail-paced" anemia of the puck... when the puck loses momentum, or even gets stuck in the middle of the table. Just ask any serious player—they all prefer our hockey tables over any other manufacturer. Why? Speed.

The Blower: We've developed our exclusive "Duna-Blast Blower" which generates a gale-force blast that keeps the puck moving at speeds of up to 81 miles per hour. Our blowers generate a constant 36 pounds of pressure per inch per second. Other tables are lucky to generate 25 pounds.

The Holes: To accommodate the increased wind force, the holes on the playing surface of our tables are precisely drilled a microscopic 1/500ths of an inch bigger than normal tables. Even though the increased size is invisible to the eye, the cumulative effect of 2,444 bigger holes is dramatic to the players.

Dunahoe, Ltd. (402) 952-5383
6363 N. State Hwy 161 • Irving, TX 75038

Each section further clarifies the "MAKE MORE MONEY" money claim by showing how and why the tables are better... and therefore making more money.

Main headline focuses on the most important relevant issue—that the tables make operators money.

Engaging Sub-headlines.

"Control" information educates reader so he can understand how and why the tables make more money.

Tell the prospect how to best use this product.

Look at this "control" information!

Even though this report is generally given as a result of an offer on a lead generating ad, we still include even more offers to keep the prospect moving in our direction.

Dunahoe's Tables Are Faster, Require Less Maintenance, And Last Longer

The Playing Surface: We use impact resistant formica table tops instead of stainless steel... and for a good reason. They won't dent. If you're operating a stainless steel-top table, and a player just drops the mallet on the table, even lightly, it's going to leave a dent in your table. Dents tend to misdirect the airflow out of the holes and make the air cushion unstable. The result? The puck flies off the table.

Flawless Performance: You may have heard false information about formica tops—that they will crack under heavy playing conditions. Our service reports less than one incident of cracking for every 1,700 tables sold... you won't have to worry about the playing surface on a Dunahoe table. But you can bet that nearly 100% of steel top tables will dent within 2 weeks to 4 months of purchase. Which would you rather have?

Maintenance-Free & Cheat Proof

No Micro Switch Means NO JAMMINGS: Every hockey table on the market—except Dunahoe's—uses a metal micro switch to keep score. When the puck passes over the switch, a score is registered. The problem comes when the micro switch gets worn out...causing the puck to get jammed...or causing scores to not register properly. A jammed puck can take anywhere from a few seconds to several hours to dislodge. And once the puck starts jamming, it won't quit until you replace the micro switch.

Dyna-Optics: No More Jams: Our tables use an infrared optic system, like a TV's remote control, to detect when a puck passes through the goal. The optic system has no moving parts, so it never jams, and it's always 100% accurate.

Cheaters and Thieves hate Dunahoe Hockey! Our coin entry systems employ the same magnetic read switches of the most high-tech security systems... they are impossible to "jam" for a free play. With traditional coin mechanisms, anybody who's been around can jostle and jimmy the coin entry in just the right way... until the micro switch registers a free play. In other words, the machine *thinks* that quarters have been inserted. It is estimated that 1 out of every 7 games played on quarters has been inserted. It is estimated that 1 out of every 7 games played on other tables is a "cheater" game. On Dunahoe tables, the number is ZERO.

Players Choice Award For Last 6 Years... For Good Reason!
Dunahoe Hockey has won AMOA's Player's Choice Award for six years straight now... which means that it beat out every other manufacturer of hockey, football, basketball, and every other game. In all, there were 876 games that Dunahoe Hockey beat out. Based on what? Most importantly, the players like it. Also, it gets higher payouts, lasts longer, and requires less maintenance.

Women Love Air Hockey

Much of the explosive growth of air hockey at family fun centers and amusement parks has been due to women. Why? Simply put, women love it. In fact, our survey shows that 57% of women prefer hockey over pool. Should you consider replacing pool with hockey? Here's a couple rules of thumb:

If the location has room for...
1 pool table... keep the pool table!
2 pool tables... keep the tables.
3 pool tables... replace 1 table with hockey IF 50% of customers are women.
4 pool tables... replace 1 table with air hockey regardless of men / women ratio.
5 or more... keep ratio at 3 to 1 if high percentage of customers are women; otherwise, 4 or 5 to 1.3

The Silencer

Regular lexan pucks just won't cut it on Dunahoe Hockey Tables. With the increases blower power...and resulting increased speed, normal pucks can (and will) fly right off the table several times during a game. To combat the problem, and to reduce ever-annoying puck noise, we've developed an all-new puck that you're going to love...

After six years of experimentation (including 132 "failed" attempts), our chief engineer has finally solved the SPEED vs. NOISE problem. Introducing **The Silencer Puck**. Our exclusive Silencer puck is made from a special **nylon polymer** that reduces the friction coefficient of the puck...even though it outweighs normal pucks by more than one-third. The nylon polymer material has a hardness rating of just 16 compared to a regular puck's 23. Even though **The Silencer** is softer, players can't tell the difference because of it's heavier weight. The result is a faster puck that is about 55% quieter than regular pucks.

So why is our puck bright green? We purposely made it green so you won't confuse it with a regular puck (even though it's clearly heavier)...and so players can actually see the puck. With Dunahoe's higher-rated **Dyna-Blast Blower**, the heavier puck flies off the table less frequently...plus, the Silencer can travel up to 81 miles per hour on our tables, for a truly faster game that the players love.

Free Sample: Call us at 1-800-527-6054 ext. 222 and we'll send you a free sample Silencer Puck. Play it on your existing tables and see if you can tell the difference in decreased noise levels and increased playing speed.

Hopper System

Once the leads came in and the reports were sent out, we put together a hopper system for this client to continually stay in the face of each of their prospective clients. Hopper pieces were written for each of their major product lines—pool, hockey, foosball, and video game cabinets—with the major emphasis being placed on making more money for the operators. These pieces, designed for the video game cabinets, discussed how the various quality features of the cabinets made them last longer and resist vandalism better. The end result, of course, is that they **MAKE MORE MONEY**. Notice how each of the pieces interrupts and engages, then educates and makes an offer for a marketing tool.

The Biggest Threat To Your Video Cabinets COULD BE An Allen Wrench & Screwdriver That Some 13-Year Old Kid Took From His Dad's Toolbox.

26 Phillips Head Wood Screws Hold Some Brands of Video Cabinets Together.

Scary thought, but it's true: some brands of video game cabinets are extremely vulnerable to vandalism. In fact, brands make vandalism tempting to kids who are normally good—because the screws that hold it together are just sitting there begging to be tampered with. The screw heads are exposed so that any kid with a screwdriver can dismantle it in just a few minutes.

The Good News? Logic Board Thieves Will Make You Forget About Your Vandalism Problems!

The real problems with some of those other brands really starts when logic board thieves get hold of them. The only thing protecting the logic boards are two allen head screws (easily accessible from outside the cabinet) and

one measly simple slide bolt—which can easily be jimmied open by any novice would-be thief. Simply put, you are asking for trouble with these brands of cabinets.

Want To Break Into A Dunahoe Cabinet? Better Bring A Crowbar, A Chainsaw, and A Pick-Axe.

Dunahoe cabinets are instantly recognized by thieves as OFF LIMITS. It's just not going to get broken into. And over the course of the cabinet's lifetime that can mean savings of thousands of dollars per cabinet to operators. Put your money where it will stay put: Dunahoe.



For A FREE Comparison Checklist Call (402) 952-5383 ext. 212

Thanks for listening to Monopolize Your Marketplace and reading this companion volume. Please go to www.y2marketing.com or www.mymbook.com where you'll find:

- more examples
- downloadable templates & worksheets
- a way to locate a Principal Consultant in your area
- more information on what to do next

Thanks!

172 Hardwood Dowels

Reinforce Every Dunahoe HS-15 Cabinet. Other Brands, Unexplainably, Have ZERO.

It's no accident that Dunahoe Systems Cabinets have an average lifespan of over 2½ times longer than the leading competitor. That's because they're engineered to withstand the kind of punishment that video games are prone to in arcades, restaurants, and family fun centers. You know... the kicking, shaking, punching, jostling, and flat-out man-handling that is bound to take place.

So instead of hoping that people treat the games easier, we just **build them stronger**. Our hardwood dowel construction system uses the industry standard cleats and brackets... and then we SUPER-REINFORCE the entire cabinet with 172 hardwood dowels that guarantee that the unit will remain structurally sound for years to come.

When purchasing your next systems cabinets, don't hope that people will treat them nicely... Instead, buy units that will last longer regardless of the punishment that they've got to withstand. Buy Dunahoe.



☐ Send Me A FREE Information Kit That Details The Dunahoe Advantage.

Name: _____
Company: _____
Address: _____
City, State, Zip: _____
Phone: _____
Fax: _____

Fax To: (402) 952-5383
or Call (402) 952-5383 ext. 259

We Had The Biggest, Fattest Guy We Could Find Jump Up And Down On Our HS-27 Control Panel For 12 Minutes... Just To Make Sure It Could Endure Any Punishment Your Customers Could Dish Out.

Our 272-lb. Punishment Test Failed—So We Re-engineered The Darn Thing.

That's right. The big, fat guy BROKE the control panel clean off after 12 minutes of jumping up and down. Sounds like a story of failure, right? Wrong! That gave us all the information to re-engineer, reinforce, and FIX the problem before it got to one of your arcades.

We Go The Extra Mile To Make Sure That Dunahoe Is The Best Stuff On The Market.

Our "fat guy" test is just one of the things we do to make Dunahoe products the best on the market. We're not

interested in selling to operators who are fly-by-nighters looking for the cheapest stuff available. But the other 99% of you know that quality counts... and makes you far more profitable in the long run.

Buy The Cabinet That Passed The "Fat Guy" Test. Buy Dunahoe.

Granted, it took us two tries. But it passed for a whopping 15 minutes before we let the fat guy off. No breakage. That's Dunahoe quality. Insist on it.



For A FREE Video Of The Big Fat Guy Test Call (402) 952-5383 ext. 212



www.y2marketing.com