

TOP SECRET SPECIAL REPORT

Buy It Or Beat It!



Written by Monica Main

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Originally I wanted to write a book called *Buy It or Beat It* – and I still may do that one day – but I figured I can concisely lay out what I want to say inside this quick and easy report. After all, with as busy as people are today, who wants to wade through a 70,000+ word book when I can condense this *Buy It or Beat It* secret inside a short, easy-to-read report?

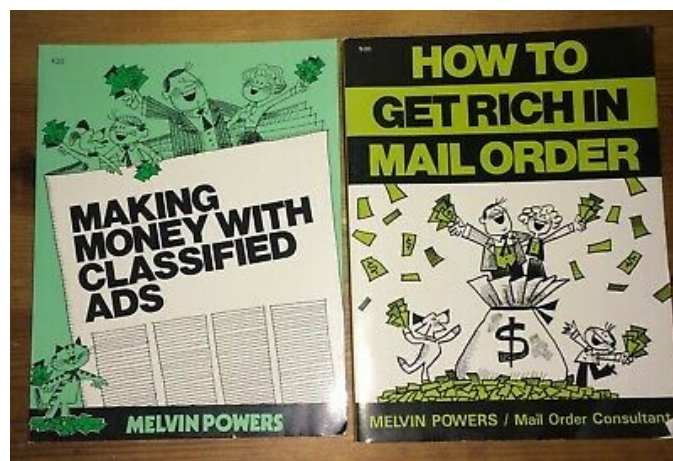
So, *Buy It or Beat It*. What does it mean? And what does it have to do with you? To fully explain this secret, I need to start from the very beginning.

I didn't just "learn" or "discover" this secret over my 25-years in the trenches of marketing both online and offline. It's a secret that I *grew into* as the product buying market changed over the past decade or so. And while the basic psychology of the human being hasn't changed much at all, buying habits have changed. Yes, they have, believe it or not. And I'll explain more of this as I go along.

How I Got Started in this Mad, Mad, Mad, Mad World of Direct Response Marketing

Back in 1995 when I first started out on my serious journey as a direct marketer and successful entrepreneur, what started off as a simple "mail order" business turned into something much more sophisticated and complicated as time went on, mostly because of how people's buying habits changed. And I believe much of it has to do with "information overwhelm" and an inability to hold their attention on any one given thing for longer than that of a goldfish.

The mail order "bug" bit me when I found a couple of books by a guy named Melvin Powers. He wrote two incredible books about making money through the mail and with classified ads. Even Melvin Powers seemed to be *totally clueless* in comparison to what he should have known about marketing back then and certainly what profitable marketing is today. Looking back today, I'm convinced that his "schtick" was making money selling books about making money with ads and mail order. I don't believe he was a true pro by any stretch.



When I first got started in marketing in my late teens, I placed an ad in a "teen magazine" to sell a book about acting to teenagers. It was a classic "mail order" type of offer. The ad required the prospect to send a low fee by mail to get the acting book. I don't remember what the fee was

but I do remember mailing out report-bound books that I had copied and three-hole-punched myself. Needless to say, I didn't sell but a few and I definitely lost a lot of money on both the ad placement cost and the reports. I simply didn't understand the money dynamic of how profitable "mail order" worked at that time and I certainly knew nothing about "funnels" or "upselling" back then.



A short time later, a guy named Don Lapre began running infomercials in the 90s about making a fortune running a bunch of tiny classified ads. Not only did I just know that Don Lapre was a really good marketer (since he got me to quickly part with \$39.99 for his money-making package) based on his high energy and charisma. (I recently spent over \$100 to buy the same 90s Don Lapre money-making system from eBay just to take a look at it since mine was long gone.) To me (at that time) he seemed to really know what he was talking about when it came to classified ad marketing.

Or so I thought.



I tried his "tiny classified ad" marketing secret and I just didn't understand how he could get the numbers he claimed in his course materials because I was unable to get anywhere near what he said he got when he ran his ads. It wouldn't be until many years later that I'd figure out the scheme: the course about making money was how he made money and it was doubtful that he actually made money doing the things he taught in the course. I didn't figure it out until later but I simply wasn't advertising anything that anybody wanted. I initially started trying to sell my acting book via run-of-the-mill newspaper classifieds and quickly found that nobody cared. I was still trying to "crack" the code.

What excited me about Don Lapre (and still does) is the *potential* and *possibility* of a simple part-time business to make possibly make millions. Potential and possibility are powerful magic. And it's that magic dust that still gets people to turn over tons of money with the promise of the next shiny penny money-making scheme that pops up right around the corner. It's just that irresistible.

As for Don Lapre, after selling his information publishing empire, he meandered off course with a vitamin MLM scam in 2005. The lure of easy money with supplements was something he just couldn't pass up. Eventually the federal government cracked down on him. He didn't see a way out of a lengthy federal prison sentence so he took his own life in 2011. Regardless, he will still go down in history as one kick-ass marketer.

Don't Follow the Wizard; BE the Wizard!

What did I learn from Melvin Powers, Don Lapre, and many others? **Do what the “gurus” are doing and DON'T do what the “gurus” are teaching you to do.** It took me more than two decades to figure that out. As Dan Kennedy says, **“Don't follow the wizard; BE THE WIZARD.”** And it was with this stunning realization that the tides turned for me as a successful marketer and businesswoman. But that revelation wouldn't happen until many years later, unfortunately.

In the mid-90s, I saw an ad from a company called Wes-State Mortgage in Eugene, Oregon with the headline “How to Become a Credit Card Agent.” I was intrigued. I paid for the booklet/report. From what I remember, it was pretty cheesy. It had a handful of pages about selling your services as a “credit card agent.” I remember thinking that the baby blue saddle-stapled “book” was lame as hell but...maybe this was the money-making opportunity I was looking for! So, I followed all the details outlined in the “book” and began my small part-time business as a “credit card agent.”

Using Don Lapre's “tiny classified ad” strategy, I started running all kinds of tiny classified ads all around the country in newspapers like the *PennySaver* and *Thrifty Nickel*, if you remember those papers. I also ran ads (and still do) in *The Enquirer*, *Globe*, and *National Examiner*.



Becoming My Own “Wizard”

Since it was the 90s, I figured it was okay to “graduate” from the whole Melvin Powers mail order method by asking for people to mail a couple of dollars for a report through the mail, giving prospects that as an *only* option for getting a report (sales letter). After all, it was the 90s. I had to up my game because of new available technology. This included more affordably accessible toll-free numbers and voice mail service.

I used Don Lapre’s strategy of putting an 800 number in my ads, asking prospects to call a “free recorded message, 24 hours a day” and sent prospects to a pre-recorded voice mail where they’d have to listen to a short greeting and then they’d leave a message to include their full name and mailing address for free information. Since I was now a “credit card agent,” I would send them a free “package” which was nothing more than a one-page cover letter and a credit card application, allowing people with poor personal credit to start over again by qualifying for a low-limit credit card through a company called *Cross Country Bank*. The cost for us helping them process their credit card application with this credit lenient bank was only \$35.

A friend of mine at the time, who I’ll refer to as “Kiddo” (which is what *I* called him but obviously this isn’t his legal name), suggested that I drastically raise my prices. He said, “Poor credit people are paying \$35 for you to help them get a new credit card, even though it’s a low balance card. Why wouldn’t they pay a lot more, considering they don’t know about *Cross Country Bank* and you do? Wouldn’t there be a *higher perceived value* if the price was higher?” That wasn’t what he said word-for-word, but it’s essentially what he had said. I decided to raise my price from \$35 to \$85 for essentially the same thing. I think the only thing I did was change the credit card application from a standard-size piece of paper to a longer legal-size sheet of paper. *And it worked!* Not only was I getting the same percentage of prospects turning into customers, but I actually got more! Plus I was making more money per sale by more than double so things were looking pretty great!

By now, I started getting sick of answering voice mails. Our limit on how many names our voice mail would hold at a time was 99 names. I had about 2 or 3 voice mails and found myself spending all day long retrieving names from these voice mails so that I could retrieve their complete information and immediately delete names as to not lose any additional incoming leads. I remember sitting in my tiny loft “office” that was nothing more than a little nursery area off my townhouse’s master bedroom and I would sit at my wood desk with a headset, listening to message after message after message, typing each name into a 30-per-page Microsoft Word document so I could later print out labels on Avery 5160 label sheets.

I remember reading this book. I remember what it looked like (it was a yellow 8 ½ by 11 size perfect bound book) and what it contained but I am clueless as to where I got it or what the name of it was. (It’s likely a book I got from a mail order catalog like *Eden Press* or *Paladin Press*.) It’s probably better I don’t remember. The book itself was rotten to the core and I’m pretty sure that when I bought it, I had no idea that the book was about committing different kinds of fraud. (The author called all his marks a “mooch.” I *do* remember that much.) As I read the book – and before I was so thoroughly disgusted with the author and his descriptions of all the types of

fraud he had committed in his lifetime – I did derive *one single idea* that turned my entire life around, in both a good and a bad way.

The author of the book talked about renting mailing lists to find customers (or “mooches,” as he described). Hmmmm...this was *totally new*. Mailing lists. This would surely take out the ball-busting effort of keeping up on weekly ad placement and checking voice mail calls all day. I could simply find a list of people who would be interested in my offering who have purchased something that was similar in recent months (like another credit offer of some kind) and I could just mail them my marketing piece about getting unsecured credit.

This is when I found MacroMark. I believe they were a resource listed in the fraudster’s book. This is/was (I’m not sure if they’re still in business anymore) one of the largest mailing list brokers in the country. And they rented mailing list names concentrated in the credit, business opportunity and health supplement space. I was only interested in prospects who had purchased something having to do with credit within the prior 90 days or so.

I called MacroMark, started dealing with a guy named Ari Ginsberg (who happened to be the cousin of the company’s founder and owner, Howard Linzer), and I tested out small mailings on my higher priced offer (from \$35 to now \$85) to help people get up to \$5,000 in unsecured credit regardless of their past credit history. I went from scraping by and barely paying my rent to grossing around \$50,000 per week. *Yes, that’s right!* Not \$50,000 a month but \$50,000 *per week*...all within a matter of just a few months of starting my first mailings.

This, my friend, is how *powerful* “mail order” can be. It can take you from scraping by to turning you into a baller within the shortest time possible!

A big part of my success was having a cover letter and an application that looked much like the one you’d find from an actual credit card company or a financial group. I ended up using this same filled-out application to forward over to *Cross Country Bank* once the applicant applied for the low-balance “starter” credit card.

Once I saw the power of “mail order,” I stopped running my time-sucking classified ads. In the beginning, I was stuffing my own envelopes. Within a month or so, I hired my sister-in-law Blanca who could not get a job because she was illegal. So, she worked under the table for me for cash. Then, shortly thereafter, she brought on a couple of friends. I had three ladies total stuffing envelopes all day long every single day for cash under the table every week.

EQUICOM
CREDIT CARD APPLICATION FORM

Opening Doors, Building Futures.

PERSONAL INFORMATION

Name (Last, First, Middle Initial) _____ Date of Birth _____ Social Security Number _____
 Address (Street, Apt. No., City, State, Zip) _____
 Telephone (Home, Office, Mobile) _____
 E-mail Address _____

EMPLOYMENT INFORMATION

Employer Name _____ Position _____
 Address _____ City _____ State _____ Zip _____
 Telephone _____

WORK AND FINANCIAL

Annual Income _____
 Monthly Income _____
 Other Income _____
 Credit Card _____
 Bank Name _____
 Bank Address _____
 Bank Phone _____
 Bank Branch _____
 Bank Account _____
 Bank Statement _____

SUPPLEMENTARY CREDIT

Other Credit Card _____
 Other Bank _____
 Other Address _____
 Other Phone _____
 Other Branch _____
 Other Account _____
 Other Statement _____

RELATIVE AND OTHER INFORMATION

Relative Name _____ Relationship _____
 Address _____ City _____ State _____ Zip _____
 Telephone _____

DECLARATION

I hereby declare that the information provided in this application is true and correct to the best of my knowledge and belief. I understand that any false or misleading information provided may result in the denial of my application and may be subject to legal action.

SIGNATURE

Applicant Signature _____ Date _____
 Agent Signature _____ Date _____

The Hardest School of All: The School of “Hard Knocks”

As a side-note, you can see so many things wrong with what I’m describing to you. I was a young and dumb entrepreneur who had tons of energy and a personal belief in myself that I could make one of these money-making “secrets” finally work one day! And I was so relentless in this pursuit of entrepreneurial success that I didn’t do enough due diligence in the process or understand the legalities of the projects I jumped into. As you remember from back then, we didn’t have access to the types of information we have access to today at our fingertips by going online to do some basic research. Back then, you had to hire an expensive attorney to see if what you were doing was legal (or not). And, from my understanding at that time in my life (and even still to this day), an attorney wasn’t necessary unless you *actually needed* an attorney for something (i.e. served lawsuit, insurance claim, an arrest, etc.) I guess I could have read books about building a business and I did invest in some of those 3-ring binder programs from *Entrepreneur Magazine* but...those really had limited information in every single one of them.

As another side-note, I do truly believe to the pit of my soul that the public school system was/is *purposely orchestrated* in a way to be a brainwashing and manipulation device to “train” and “wire” young people to become worker bee drones for the elite and their multi-billion-dollar business enterprises. This is done by giving students trivial busy work while keeping them on a rigid Monday-through-Friday schedule, offering regular breaks and limited lunch periods. By the time these young people become adults, they are fully “wired” to be the perfect little slaves. Therefore, why teach anything about finance, economics, business, wealth-building, etc. when your Paycheck Charlie won’t ever need to know that kind of information? He’ll be too busy slaving to build the empires of the elite to ever have to worry about little pesky things such as the legalities of starting a business or learning how to invest. They don’t even teach Paycheck Charlie how to balance his checkbook while he’s in school. Let him be overdrawn and enslaved in the financial system, riddled with student loans and credit card debt upon his exit from college. That’s how Paycheck Charlie and the rest of them will constantly be enslaved, too busy trying to put food on the table while paying bills to worry about “big dreams” like being an entrepreneur or millionaire.

One-Step vs. Two-Step Marketing

So, in case, you don’t know your basic marketing strategies, I’ll give you an explanation of each, so you understand some of the “lingo” as we move forward together.

When I was placing classified ads, encouraging prospects to call a toll-free number to listen to a “free recorded message, 24 hours a day,” this is what we call *two-step marketing*. The first step is to get the prospect to respond (without “selling” anything initially) and then to sell him or her AFTER they take the call to action (CTA). It’s called two-step marketing because there are two steps (obviously). Step 1 is “baiting” the customer with something *for free* (and NOT initially asking for any money or indicating that you’ll be selling something at all), and Step 2 is THEN selling the customer *after* they perform the CTA (call to action). The CTA can be anything from

them placing a phone call, mailing in a reply card, or even going to a website to claim their freebie “bait” thing that you’re offering to get them into your sales funnel.

When I was running the classified ads for the credit offer, that was a two-step offer. I first asked them to call a free recorded message and to leave their information for a free package. That’s two steps to the sale.

When I began mailing my cover letters with a credit card application to get up to \$5,000 in unsecured credit despite their past credit history, this was a *one-step offer* because I was asking for an order from them *at the very first contact* with them. So, I had shifted from a two-step offer to a one-step offer which EXPLODED my business because it cut out a time-sucking and costly step for me which was answering a ton of voice mails.

It also cut out my spending a fortune (back then) on incoming toll-free number fees. The ad costs weren’t so bad though. (They’re even better now because so few marketers are using newspapers and magazines to advertise these days.)

Never Pay “Rate Card” for Display Ads in Publications

You can get some really good deals on something called “remnant” space which is basically left-over space in their periodical that doesn’t sell by a paid advertiser. So, they’d rather give you a *deep discount* on the space than struggling to fill it with some trivial “story” or crossword puzzle. They figure that they’d rather make *some* money off the spot than nothing at all. (I still place ads using this remnant space trick. I’m in some pretty high-level financial magazines such as *Fortune*, *Forbes*, and *Money* where I get some *substantial discounts* off their rate card rates because I will only take *remnant* pricing.)

Secrets of the Wall Street Maverick:

How to GET RICH by (Legally) Trading Like an “Insider” With a Secret Method Called “The Slice” That is So Dead-On Accurate...*It Will Blow Your Mind!*


Dr. Peter Barrington



WARNING: THE STOCK MARKET IS ON THE VERGE OF A TOTAL COLLAPSE AND IF YOU DON'T RESPOND NOW, YOU COULD LOSE EVERYTHING YOU HAVE! AND EVEN IF YOU DON'T HAVE MONEY IN THE MARKET NOW, YOU CAN STILL LOSE - YOUR JOB (OR YOUR BUSINESS) AND YOUR FUTURE ARE ALL AT RISK - BECAUSE THE ECONOMY IS ABOUT TO TAKE A MAJOR NOSEDIVE. YOU CAN EITHER LOSE EVERYTHING OR GET RICH BEYOND YOUR WILDEST DREAMS! IT'S YOUR CHOICE. THE "WALL STREET MAVERICK" CAN SHOW YOU EXACTLY HOW!


WHY WALL STREET DESPISES THIS ONE MAN...AND WHY YOU WILL WANT TO KNOW EVERYTHING HE KNOWS!

Get the Seven Figure Trading Book, 20-Page Report & 1-Hour DVD Now!

Here's How to Get the Seven Figure Trading Book, The Slice Trading Report & 1-Hour DVD:
www.7FigureTrading.com
Or Call 24 Hours: 1-800-806-8008

There is substantial risk trading the stock market with this or any other advertised product, system, or service. Past results are not necessarily indicative of future results. No representation is being made that any account will likely achieve profits or losses. Always trade at your own risk with money you can afford to lose.

Or...You Can Send for The 7-Figure Trading Kit by Mailing \$10 to Cover EXPRESS Shipping/Handling to:
Success For Life
PO Box 70
Castaic, CA 91310-0070

This is one of my latest *Forbes* remnant ads. (I also run the same ad in *Fortune*.) I got this *Forbes* ad for \$5,200 for a half-page when their rate card says it's well over \$35,000 for this same spot. (This is why you NEVER pay "rate card" prices; always get *remnant pricing* for ALL your advertising whether you're marketing in newspapers or magazines!)

Do Your Business Opportunity Due Diligence

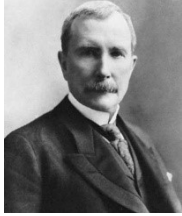
Let's get back on track. So, you know the difference between *one-step* and *two-step* marketing, right? (The ad you see above is technically a *one-step* marketing piece and I'll explain later why that is.) I brought you up to speed on my early experiences with both, how I started off with two-step and then moved to one-step, and now you're probably wondering what I have done since my *early* marketing beginnings in the 90s. Right?

Before I skip ahead, I'd like to briefly mention that, because I didn't know my ass from a hole in the ground when it came to being a young entrepreneur, I did find myself in legal hot water because of the credit business I was in. Turns out, it wasn't legal the way it was outlined in the skimpy booklet I had purchased from Wes-State Mortgage. I was misled when I believed it was the perfect business opportunity.

This would be my first lesson about how the First Amendment of the Constitution of the United States worked and how writers/publishers can write about what they want with *no legal responsibility* tied to the information (or misinformation) they are presenting to their unsuspecting readership. But, the person(s) who follow through with the recommendations and steps provided in writing by the author/publisher are 100% responsible for the information they were misled to believe was legally compliant in the first place. Yes, it was a hard lesson, indeed.

But...remember what I told you about how the system is – *on purpose* – skewered against the common man and woman by the elite who only intend on brainwashing us to be eternal slaves to their system? In case you forgot that little tidbit, we go full circle into how the school system is not designed to teach youngsters entrepreneurship or investing. It is, instead, *designed* to "train" and "wire" all of us to be *enslaved* for their bidding.

And it is further designed to ensure that anyone who steps out of that box will pay the consequences through their lack of business acumen via the legal system. (Ever notice how multi-millionaires and billionaires almost never end up in jail for anything business-related yet every single one of them likely has committed some kind of state and/or federal crime *each and every year* of their adult life? Yet if any common man or woman who makes a *nominal mistake*, they usually have to *pay dearly* in the form of heavy jailtime and severe fiscal penalties to keep them in debt forever to the legal system? This is part of the "punishment" to any trained slave who dared dream big or who thought that they could or should become something better than the station in life they were born into. Those who weren't born into an elitist family don't deserve high levels of success and wealth, or so they believe.) If you don't believe me, do some research on who formed the school board in 1902 and started initiatives to fund public education and you'll find John D. Rockefeller dead center in the mix. He was no dummy. He knew that if he could have a



heavy hand in forming the school system (to “wire” slaves to be compliant worker bees for his manufacturing plants), he’d have a much easier time controlling these lower-end human workhorses.

Okay, enough of all that depressing jabber.

Selling My Own Experience...in a Box

Let’s fast-forward to 2001. When I started my marketing business, it was the same year I started investing in real estate (back in 1995).

So, in 2001, I decided to start selling my real estate investing system, including my money resource, to help others learn the skill of profitable real estate investing who also wanted the benefit of my *secret money source*. The name of that course was my *Real Estate Cash Flow System*. And, just like with my credit business, I decided to send out a *one-step mailing piece* using business opportunity buyer mailing lists to sell my course for \$244. It was an immediate best-seller!

I remember stuffing envelopes on my living room floor while watching movies. Then, after a short time, I hired my sister-in-law to help with my envelope stuffing activity. (This was a different sister-in-law than before because I was remarried to another man by this time.)

Within a year, I had to start using a mail (letter) shop to print and mail my letters for me. (This is when I realized that letter shops will rip you off every chance they get by either skimming postage fees or jacking up printing costs. Usually both.) My business got so big that I went from starting over (on my living room floor in 2001, after having lost everything), to having a custom house built a year later while mailing about the same amount of mailers each month as American Express (about 1 million pieces per month). That’s how powerful having a successful direct marketing business can be. It can make you rich within a very short time!

Looking back, I realized I had made a mistake with my business. I focused on what I refer to as “front loading” but I hardly touched the “back-end” marketing. This means (in the world of Monica Main’s lingo) I was focusing on finding new customers and selling them something but hardly ever focused on selling these customers anything else after they came into the door as a new customer. Yes, I had a seminar or an “advanced” course here and there but that was about it. I concentrated way too much on getting new customers and new sales from brand new faces but did not focus on selling them anything else after they were in the door.

Yet I was able to go from nothing to a \$4 million company within only a couple of years, even with my poorly executed marketing strategy. If I had “back-ended” my customers with additional similar products in the real estate line, I would have easily had a \$10 or \$12 million company. *Live and learn*. (And this is why I’m telling you my story. I *don’t* want you making the same mistakes I did!)

Everything was going fantastic until I inadvertently stepped in doggy doo-doo again. (This means I got into legal hot water for not knowing the law.) I decided to double my business by adding another product line to my already successful real estate course. Since I had found some

success with commodity trading, I decided to create a commodity trading course/system for people who wanted to learn how to trade.

Trade Your Way to a Fortune...NOT!

Little did I know that commodity trading information falls under a completely different legal jurisdiction than with other published products. So, by now (based on my experience with Wes-State Mortgage), I did fully understand the First Amendment but I didn't realize that one little itty-bitty type of information didn't quite fall so cleanly under that same constitutional right. And it just so happened to be any information about commodity or Forex trading.

Back then I was working with a trading broker by the name of Scott Speece. He was such an incredible and honest broker that I naturally began recommending Scott to all my trading students. I didn't know that Scott had something called a "red license." This means that he was under investigation for something in the past so it's essentially a "strike" on his brokerage license. (Scott would explain later that this "strike" was put on his permanent record because his first brokerage job was working for a shady "slush bucket" trading firm who was either sued or shut down by the CFTC; hence, this is why Scott ended up with a red license. He ended up unknowingly getting a job with a shady trading company and paid the price for it by getting slapped with a permanent mark on his license.)

I'm not sure how this whole thing came about but, for some reason, the CFTC was checking up on Scott Speece and found out that I was recommending boatloads of students to work with this phenomenal broker. They immediately became suspicious and thought Scott was paying me for these leads (which would have been illegal *for him* to do so) and they just couldn't believe I was giving him these student leads *for free*. All I did was put a flyer in my commodity trading courses that talked about how fabulous Scott was and that he was my personal trading broker. Both were 100% true statements. *And that was it*. He never paid me a single cent for any of those leads. But the CFTC would *not* accept the fact that I was doing this out of the goodness of my own heart because...well, nobody does anything that nice. Right? (I did. This is because I believed in Scott and felt he was the best broker I had ever worked with, so it was simple word-of-mouth advertising for him and nothing more.)

When the CFTC started looking deeper into this, they saw that I had some legal hiccups with the credit stuff from years before, made the *false* assumption that I must be doing something wrong, and they illegally broke into my office and hacked into my computer system to try to dig up dirt that just wasn't there. The civil lawsuit they later filed against me came down to two things: (1) my legal disclaimers on my sales materials weren't in a large enough font size, and (2) I was giving "individualized" trading advice to people through a one-size-fits-all newsletter (that went out to thousands of people) which included a software program we were building (but were never able to make work). One got thrown out (the newsletter and software bit) but the other (about the disclaimer font size) stuck. But, again, it was a *civil lawsuit* filed by an "unofficial" government agency. After very two long and expensive years of fighting them in court, I just threw in the towel in 2007 before they completely bankrupted me.

As for Scott Speece, he died of a massive heart attack before the end of all this. He was a young guy too. But, stress can kill a man pretty fast.



Why am I telling you all of this? Again, this goes back to coloring outside the lines and what happens to common men and women who decide to just go for it. Sometimes you rattle the wrong people. Sometimes you make mistakes. Sometimes things can go wrong. And sometimes you just don't know the law because you weren't taught these things going through school or college. But, yes, *you are responsible* for knowing these things. And you will pay a heavy price if you don't, as I have several times over already.

I'm also telling you this because I want you to see my mistakes so you can *learn from them* and not step in any doggy doo-doo like I have. For the longest time I was ashamed of my mistakes. Now I use them as teaching tools so that nobody else has to go through what I went through since each mistake I made was fully preventable *if* I only knew what I was doing!

Like a Phoenix, I Rise Up Again!

After 2007, I started crawling back out of another pit of legal hell, still smoldering but rising up again just like a Phoenix. I took a short break and then decided in 2008 to give it another go. By this point, direct mail was a thing of the past. Nobody mailed anything anymore. And trying to find really good (or any) buyer mailing lists to rent was almost impossible to do.

While I did try mailing during this period, I quickly found out that the quality of leads I was getting from MacroMark was dismal at best and felt that I would have had a better chance mailing to white pages names than the watered-down crap they were renting me. I'm pretty sure that many other mailers felt the same way. If marketers weren't mailing (to make mail order sales) then those buyers ceased to exist. Without the buyers to put on a buyer's mailing list, there would be nothing to rent to other mailers. (I believe this is why they started "padding" the lists with really old names, inquiry names, phone book names, etc. which ruined the quality of these mailing lists.) I'm surprised that most mailing list brokers were able to survive during this dismal period because when marketing mailers can't make lists work anymore, they all eventually stop mailing altogether. This means they're not renting mailing lists anymore.

This was when online marketing was becoming super hot. I remember this is the time when I started placing ads on Google AdWords (now called Google Ads). Anybody with a half-a-brain with a crappy affiliate offer could make money with half-assed nickel and dime text ads on Google. Google was fairly new to the game. Sophisticated algorithms didn't yet exist. And neither did advertising policies. This would mark the peak of "Wild Wild West" of the internet marketing world. Little did I (and the rest of the online marketers) know that Google would get hip to the game really quick...and that the PPC gravy train would completely crash less than two years later.

Before the rug was pulled out from under me, I had a very successful marketing campaign going with my website for the sale of my Clickbank downloadable course called Apartment

Building Cash Flow System. (My “old school” *GoDaddy Website Tonight* word press site is still up there at www.ApartmentBuildingCashFlow.com if you want to check it out.) This would be a blend of one-step and two-step marketing. When prospects went to my site through a very basic Google text ad that showed up under “real estate investing” and other relevant keywords, they could either give me their name and address for a free report or they could just buy the \$97 Clickbank download right then and there. They only had those two choices: give me your name/email for a free report or buy the \$97 download. Or they could leave without doing anything. (I guess that was their third choice.)

Not only did I get A LOT of people opting in (by giving me their names and email addresses) but I also got A LOT of sales of the \$97 download. I also had a couple of upsells. They weren’t much. One upsell was an additional \$77 (for another download course) and one other upsell was for \$47 if I remember correctly.

The reason I think I did so well with these lower-cost download real estate courses is because my only competitor in the space at that time was a cheeseball douchebag by the name of David Lindahl and his outdated shitty apartment building “system” was priced at well over \$1,000. I think it may have been closer to \$1,500 in price. And there was *nothing* in between!

In 2010, I got hit with what is now referred to as Google’s famous “Panda Slap.” This is the key year that Google started kicking everybody off their PPC platform if any business had even the slightest hint of being too “sales-ey” or “gimmick-ey” in any way. All companies selling courses or systems – especially in the “business opportunity” space – were *all* kicked off Google AdWords that year.



While I was disappointed at this easy-money marketing revenue stream instantly drying up, I decided to quickly switch gears and go back to “old school” with my direct mail marketing. This is the front of one of several oversized (11” x 5.5”) postcards I used circa 2011 through 2016 (or thereabouts):

The ONLY Guaranteed REAL ESTATE Cash Flow System That Can Show You How to Make \$24,000 a Month in Real Estate Within 90 Days with BAD CREDIT and NO MONEY DOWN!



Monica Main
Real Estate Millionaire

When I first got started in real estate investing back in 1995, I had absolutely *no information* to go on. I bumbled my way through *many failures* until I was able to become extremely successful in real estate. If I had even 10% of the information I have now back when I started, I would be much wealthier today than I ever dreamed possible! I started off with all the typical real estate guru stuff including Carleton Sheets, Ron Legrand, Robert Allen, Robert Kiyosaki – I even studied courses from Dave del Dotto and Tommy Vu (remember those two?) that I was able to miraculously find and excavate from my parent's dusty hallway closet. What I found was the same theme over and over again – a lot of material presented but all had a lot of missing pieces and NO ONE included the exact step-by-step system I needed to be successful as a real estate investor. *This is when I discovered that...*****

Most of the Real Estate “Gurus” Out There are LYING to the Public! And It's An OUTRAGE!

Those real estate gurus (especially the slimy ones in those late-night infomercials) are in business for one thing and one thing only: *to bleed unsuspecting suckers out of their hard-earned money by misleading them into believing that they can make big money in real estate.* The cold hard truth is (unfortunately) that these gurus are making money selling books, courses, seminars, videos, CDs, “boot camps,” and a variety of other such nonsense to suck you dry. They really don't have any secrets at all, especially since most of these gurus don't invest in real estate themselves! If you're tired of the same rehearsed, fluffed out, watered down lies about real estate written over and over again, turn this card over. **The stuff I'm about to share with you will BLOW YOU AWAY!** You will be so **SHOCKED, AMAZED, and EXCITED** and you definitely won't be getting any sleep tonight...or for the rest of the week for that matter. **Ready? Get a seminar audio and book – a \$147 value – absolutely FREE. Go to my website:**

www.ApartmentBuildingCashFlow.com

These postcards did well but it wasn't until I shifted from apartment building types of postcards to *blind* real estate postcards did things really kick into high gear for me. I found that most people were overwhelmed at the prospect of buying an apartment building the first time out as a new real estate investor. So, I had to create more of a "blind" real estate offer that indicated it was about real estate but not mentioning *what kind* of real estate investing I was referring to.

Here's what the backside of one of my most successful "blind" real estate oversized postcards looked like:

*** YES, YOU CAN Become a Real Estate Millionaire!**

☒ **WITHOUT** Good Credit ☒ **WITHOUT** Your Own Money Down ☒ **WITHOUT** Any Experience

Powerful Video Reveals EXACTLY WHICH TYPE of Real Estate You Can Invest In for Huge Monthly Cash Flows and How to Get Started with NO CASH & NO CREDIT!

Give Me a Few Minutes of Your Time and I'll Prove It to You!
www.RealEstateCashGenerator.com

Gain Access to the **CASH VAULT** Where You Can Get **100% Funding** for Your Real Estate

Check this out!! **Free Info-Packed Seminar Video & Book \$197 Value...FREE!!**

Open the Cash Vault NOW!

It Takes Money to Make Money in Real Estate Investing! Find Out How You Can Get 100% LTVs on Your Property Deals Through Our Special Money Source! OPEN THE CASH VAULT NOW to Gain INSTANT ACCESS to These Funds for YOUR Real Estate Deals!

How Monica Main Student Stephen Scott Went from Broke to \$18,000,000 in Properties in Less Than 2 Years! His Powerful Seminar Reveals Exactly How He Did It!
www.RealEstateCashGenerator.com

PRSR STD
U.S. POSTAGE
PAID
SANTA CLARITA, CA
PERMIT NO. 700

The front side looked almost identical to the one shown on the previous page except with a different website address. The "blind" real estate postcard did really well, much better than my first postcard version.

I started overlapping these postcard mailings with the apartment building postcards in 2015. This is when I realized that these "blind" postcards were outpulling the apartment building ones by 2 to 1! In other words, I doubled my results. So, in 2016, I officially retired the apartment building version of the postcard and went full force with the "blind" real estate postcard from there on out.

After a while, the effectiveness of the postcards began to wane. Looking back today, my guess is that the novelty of getting free information on a website by entering a name and email address was wearing thin on consumers. People had become sophisticated buyers to the point of not wanting to be drowned in SPAM emails by offering up their email address for a free PDF download report that they likely would never get around to reading anyway. And the business of selling download courses was also losing its appeal as well for that same reason.

It was around 2017 when I decided to stop selling my download courses and to go back to "old school" by selling shippable physical home-study courses. I also decided to stop selling downloads because I found a lot of rip-off artists online buying my stuff then selling my courses

as their own. I got fed up with the rampant intellectual properties (IP) theft online that I decided to just go back to the way things were before the internet came around.

What I didn't realize at this time was that the home-study course playing field was also shifting. Again, this goes back to consumer habits changing. While people seemed to be more "sophisticated" as buyers, it seemed that people (thanks to the internet) were getting really lazy. Long gone were the days of people wanting to roll up their sleeves to do what it took to generate a massive income from a part-time home-based business. People were getting too lazy to take the shrink-wrap off the home-study courses that I would ship out.

Sometime After 2010, People Got Lazier Than Ever

Enter the period of "done with you" (circa 2018).

As people showed indifference over that bad "L" word (learning), it became clear that any marketing piece that talked about how things could be done "with" the prospect – or even better, "for" the prospect – was the *new way* to get rich in direct marketing. People had become so lazy – probably solely due to the ease of using their smart devices – that if *anything* required even the smallest hint of work, they banned its existence. This meant that any product that required ANY work on their part whatsoever – including requiring the READING of simple instructions – would be condemned to the damned by most consumers, then *and* today.



Unfortunately, this apathy is the reality of our consumer base, only to get worse from here. Remember this with any product you plan on marketing or any marketing campaign you plan on doing. PEOPLE ARE F***** LAZY! And the closest you can get to catering to that laziness, the richer you'll be come.

This means promoting "easy button" products. Do this and that will *magically* happen. Take this pill and the pounds will *automatically evaporate*...with NO effort. Get this and a magic leprechaun will pop out of the box and will set everything up FOR you. Easy, easy, EASY! Everybody wants the world on a platter with NO EFFORT involved whatsoever!

And yes, it really *really* sucks! Because that's not how reality works.

While I don't agree with how lazy the American population has become, I do understand that *as a marketer*, I must find ways I can cater to this pile of lazy asses if I want to continue making money. I also understand that by simply NOT being lazy like they are, I can constantly make millions of dollars with my businesses because I am willing to do things that *almost nobody* will do when it comes to setting up their marketing funnels.

But I also understand something else in how this population of people has shifted: if there is NO EFFORT on the part of the prospect coming into my funnel, then the prospect is worth NOTHING to me.

Did you *get* that part?

Because people, for the most part, have become so indolent (lazy), if they aren't willing to exude ANY kind of effort to find out more about my product, I have NO interest in serving them in any way. They are a BAD prospect because they are *too* lazy, *too* broke, or too lazy and broke to buy whatever products I have.

The Ultimate Marketing Plan...REVEALED!



To put this into real life *psychological* context, let me give you a scenario. Pretend I'm a world-renowned psychic – *world famous* for forecasting the lottery numbers of every Mega Millions jackpot since 2005 – and I decide to run a full-page ad in the LA Times for people to come see me at some hard-to-find *dingy* motel room in Venice Beach...but promise that whomever finds me on a certain day at a certain time who pays me \$25,000 cash (in unmarked bills) WILL get a scroll from me with next week's Mega Millions lottery numbers on it...and I then *guarantee* they'll win AT LEAST \$250,000 in the next drawing or they'll get their cash back. **HOW FLAMING HOT** AND **HIGHLY QUALIFIED** WILL THE PROSPECTS WHO SHOW UP BE FOR ME?

Let's do the break-down of what's going on here:

- 1) There is a **VERY CLEAR PROMISE** (lottery numbers for the next Mega Millions).
- 2) I have a **VERY CLEAR CTA** (call to action) which is to round up \$25,000 in unmarked bills and to set out to find a dingy motel room.
- 3) This CTA requires **EFFORT** for my prime prospects including finding a difficult-to-locate dingy motel room in Venice Beach AND scraping together \$25,000 in unmarked cash.
- 4) There is a **STRICT DEADLINE**. They must show up at a *specific* time on a *specific* day otherwise they will completely miss out...and who knows if an opportunity like this will ever come around again.
- 5) There is a **GUARANTEE**. If they don't win at least \$250,000 in the next Mega Millions jackpot, they'll get their \$25,000 cash back.

On the day of the meeting – we'll make it even harder by setting the meeting day in the middle of a work week and the meeting time will be 3 a.m. This is designed to intentionally RAISE the barrier of entry even more, proving that those who actually show up by jumping through ALL of the hoops presented are **HOT AND HEAVY AND READY TO GO!** These will be the **BEST OF THE BEST** prospects I could ever hope or wish for!!

Now, this may seem counter-intuitive to you. Right now you're probably thinking, ***"But Monica, you just mentioned how lazy everybody is getting – and you forgot to mention how much dumber people are getting too – so why make it HARDER to get customers? Wouldn't you try making it easier to get more customers?"***

Well...no. I'm NOT going to bend over backwards to reach out to the dummies and lazy asses of the world just so I can present my products to, say, a packed football stadium of likely-not-too-interested-or-enthusiastic "prospects." This is equivalent of running a multi-million-dollar Super Bowl commercial. Not only does this drain a lot of time and money, it also is the fastest way to want to quit your business (no matter what you're selling) because of the sheer amount of work and resources it would take just to find that one needle-in-a-huge-haystack paying customer.

On the flip side, let's talk about who we're NOT attracting with our offer because this is just as important as who we are attracting:

- 1) People who **DO NOT** want to win the lottery. **(Do we want prospects who *aren't* interested in what we're offering? NOPE!)**
- 2) People who **DON'T** have the \$25,000 in unmarked bills. **(Do we want prospects who *don't* have the money? NOPE!)**
- 3) People who are **NOT** willing to drive to a dingy motel room in the wee hours of the morning. **(Do we want prospects who are *tire-kickers*? NOPE!)**
- 4) People who **DON'T** see the sense of great urgency. **(Do we want people who *can't or don't want to get to the party on time*? NOPE!)**
- 5) People who **DON'T** believe the guarantee or the offer. **(Do we want prospects who *don't believe what we're telling them*? NOPE!)**

Who Are They and Where Are They All Hanging Out?

It's critical to **raise the barrier of entry** and to *only* allow those who are *serious* about doing business with you *right off the bat*. We're NOT looking at presenting our offers to a mass market of people (as in a Super Bowl commercial); we're aiming to present our offers to fewer people in a small pond where groups of interested people are hanging out who are *hyper-interested* in our type of product offering. These kinds of groups could be golfers, stock traders, real estate agents – who is your “group” of ideal prospects for your product offering and where are they all hanging out?

Now we can get into the core of this report: ***Buy It or Beat It!***

As I mentioned earlier in this report, I learned a long time ago to present my offers to people who have a track record of purchasing products that are like mine in the recent past. I'd like to add that I don't limit myself to only buyer mailing lists of the wheelhouse of products I'm selling. I also seek out magazines and newspapers who already have the eyeballs of prospects who are interested in the type of product I am selling.

For example, one of my best-selling products is a book called *100K in 100 Days*. I have a bunch of business opportunity mailing lists I can rent every quarter like clockwork from my mailing list broker Jay Peters. (To contact Jay Peters about renting business opportunity mailing lists, you can email him directly at j.peters@zodidata.com.) I rent every list he has that comes up. I mail out an invitation-style mailer which I have printed up by a company called Prints Made Easy (www.PrintsMadeEasy.com). These mailers do *exceptionally* well.

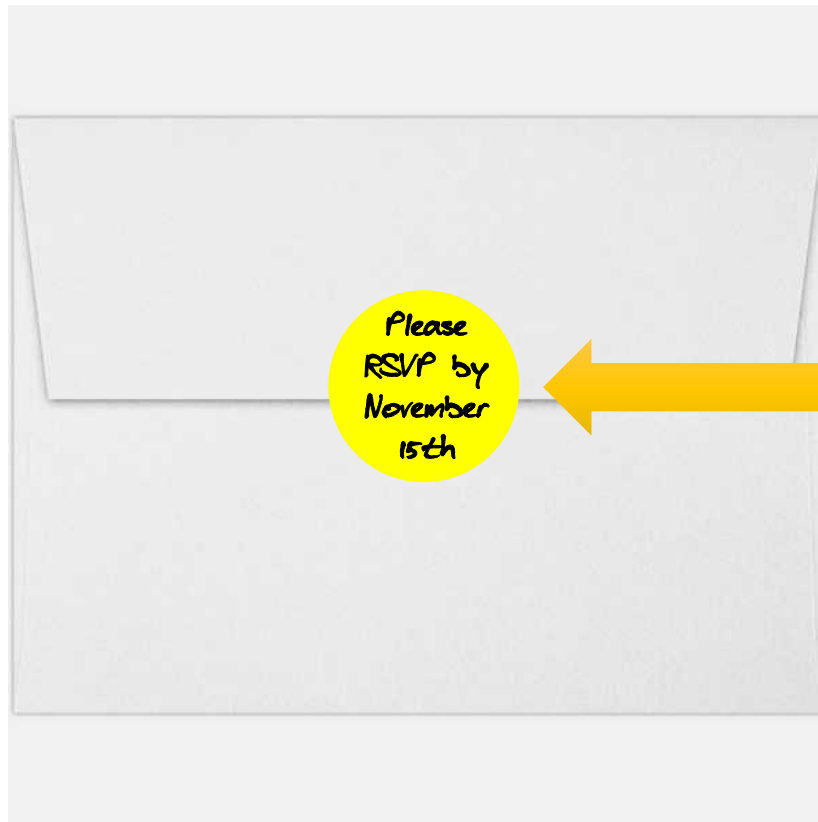
I believe these invitation-style mailers do well because they have the look and feel of a birthday or invitation card on the outside. They get a really high open rate. I try to make the envelope look as personalized as possible. Here's kind of a general look of what the envelope looks like when the prospect receives it:

Return address that looks like an old typewriter font; get free downloadable fonts at www.1001fonts.com.

HOT TIP: Get a UPS Store street address from a “famous” city; I have addresses in Beverly Hills, Key West, and Honolulu. I recommend you find a famous city you'd like to have on your return address.



In the beginning, you'll want to use what we call a “live” first-class stamp. Use any kind of stamp EXCEPT for the boring US Flag. Try to find novelty first-class stamps from the post office. Later, you can get a permit insignia to mail standard (third-class) to save money AFTER you've determined your mailing to be a success.



To save time, you can seal the envelope with a 1 ½" yellow label which you can purchase from www.Uline.com. (Item number S-17051 in yellow.) Make sure the date is about 2 weeks from the date you plan on actually mailing your invitation mailers. If you are using standard mail, make sure it's a full month out from the date you believe you'll be mailing your mailers.

On the inside, you'll see the FRONT of the card first, stuffed to face the BACK of the envelope so the prospect sees the front first and foremost.



On the inside of the card, you'll see this on the *lower-panel* of the card:

REPLY
NOW!

THIS IS A LIMITED TIME OFFER!



You Must Respond By:

NOVEMBER 15 2020

**Get The 100K in 100
Days Secret Now!**



For Fastest Service, Go to www.Free100K.com OR Call Our Secure Order Line
at (800) 790-100K OR Fax the Form on the Other Side to (661) 568-0030.

It is a “tithing” or “remittance” envelope with a STRICT DEADLINE stamped in RED. It’s designed to be mailed in if a customer wants to send money rather than calling in or ordering online. Here is what the inside of the invitation card looks like:

By Invitation Only...
To Get the 100K in 100 Days Online Secret!

"How Monica's Highly Profitable Step-by-Step 100K Success Secret Took Me from Dead Broke to a Consistent Average Income of \$37,000 to \$40,000 a Month!"

From Beverly-Anne Herseff: "For those of you who don't believe it's possible to make this kind of money with an online business, THINK AGAIN! I'm up there in age and I found the steps very easy to do. And this is coming from someone who can barely turn on a computer. If I can do this, YOU can definitely do this, especially following the simple A-B-C steps Monica provides. If you ever have the opportunity to become part of her 100K program, DO IT!! You won't regret it, I promise you!"

ANOTHER SUCCESSFUL STUDENT!

Jesse Josefsson Started in Our 100K Secret a Few Years Ago. In His First Couple Months, He Started Making a Net Income of \$12,000 Per Month. Now He's Making Between \$40,000 and \$50,000 with His Website SyncMyMusic.com Using Our A-to-Z Online 100K Secret. And He All Started With This FREE BOOK: 100K in 100 Days! The Very Same Book You Can Get Right Now FOR FREE!"

GET YOUR 100K KIT NOW!

This is a RARE Invitation to to Get This Bestselling Book...FREE!

EXTRA BONUSES!! \$197 VALUE FOR FREE!

FREE BOOK!

CLAIM YOUR FREE STUFF NOW BY GOING TO THIS WEBSITE: WWW.FREE100K.COM

RESPOND NOW AND YOU'LL GET A POWER-PACKED 2-HOUR AUDIO SEMINAR, A TREASURE MAP & A FLASH DRIVE (A \$107 VALUE!) OUTLining THE SECRETS BEHIND THE MOST PROFITABLE AND UNIQUE ONLINE BUSINESS!

Go to: www.Free100K.com Or Call: 1-800-790-100K

Monica S. Main
Single Mom Entrepreneur & Millionaire
Wants to Help You Make Money Too!
ARE YOU READY TO GET STARTED?

This is the area where the remittance envelope is affixed by a small round removable yellow label. When the prospect removes the envelope, they see what's beneath here.

Make Every Section of Your Marketing “Real Estate” Matter

Now, to be clear, the remittance envelope is a newer addition to my marketing piece. Before, I only presented the prospect with the invitation card and nothing else. The other recent addition is using the toll-free number inside the card. I used to have ONLY a website address but found that I was losing a lot of potential customers because they either (1) couldn't get online (because the website wasn't working properly due to excessive traffic, or (2) don't like going online and would prefer to call instead. Between adding the envelope and the toll-free number, you can see that I'm going back to “old school” with these recent additions.



I don't believe in wasting any valuable “real estate” on my invitation card. So, on the very back of the card, you'll find selfies taken in the most exciting places I've traveled with my daughter in recent years and I tell my prospects it's all because of the power of my marketing business and that they can potentially enjoy the same benefit too.

Since the remittance envelope is a newer idea, I'd like to include samples of the front and back of these envelopes in case you'd like to emulate the idea for your own mailings. While I haven't fully tested it out yet, it can only boost my response. In other words, it won't hurt. It'll only help my response. This is because I went from having only one way for the prospect to respond (by website only) to then adding a call option, a mail-in option, and a fax option. (Barely anybody uses fax anymore, but I keep it in there anyway because we still get people who, believe it or not, want to fax orders in.)

I would also like to note that adding these envelopes in is expensive. It doubles your printing cost. I pay about \$650 (not including shipping) per 5,000 invitation mailers (A7 envelopes are included with the order when purchasing from www.PrintsMadeEasy.com) and to add these remittance envelopes will add another \$425 or so for 5,000. These are just the printing costs for

the project. We're not even including the cost of the mailing list (about \$150 per thousand names) or the cost of first-class stamps (at 55¢ each). A 5,000-piece mailing will cost you about \$5,000 (to account for the shipping of both your invitation cards and remittance envelopes), not including the cost of labor or the black toner your printer will need to print on your 5,000 envelopes. So, it's up to you if you want to add the extra expense of the remittance envelopes in the beginning but for an extra \$425 cost (not including shipping), even if it boosts your response by half of 1%, you'd be getting an additional 25 orders from a 5,000-piece mailing that you wouldn't have otherwise got without including the remittance envelope. It may be *even more* than that!



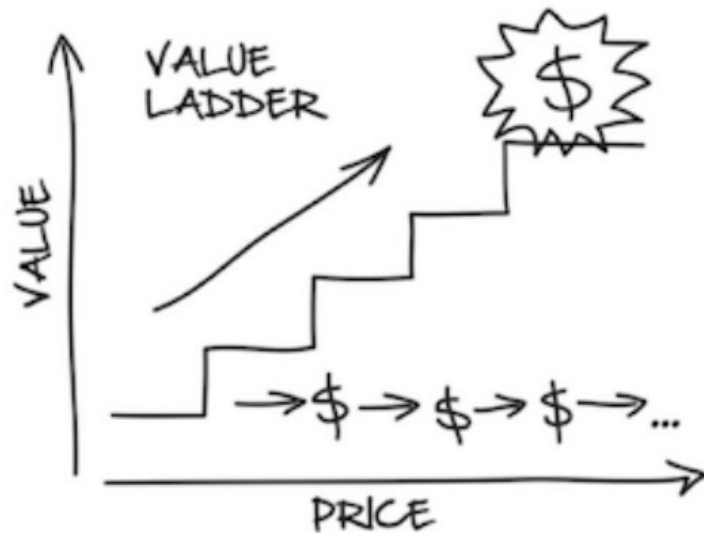
By now, you've probably noticed the cost of my offer by looking closely at the remittance envelope on the right above. I ask for \$10. This is to cover the cost of shipping and handling of the book, the map, the CDs, and the flash drive. And, if you were smart with math, you'd realize that I LOSE MONEY with each and every one of these orders (*except* for the ones I'm about to tell you about).

Typically, I'll get about 1.5% in response from a mailing. This means on a 5,000-piece mailing, I'll usually get 75 package orders. And, by adding the remittance envelope, I'm assuming I'll increase it by another half-percent (at bare minimum), pushing me up to a 2% order rate. This would be about 100 package orders from a 5,000-piece mailing. But, at \$10 a pop, that is grossing only \$500. How does one get rich by making only \$500 after spending \$5,000 on the mailing?? The math just doesn't make any freaking sense, does it?

Moving Customers Up the Ladder

It's called *ascension*. This is where you make ALL your money. Dan Kennedy is the first one (that I know of) who talks about this. Russell Brunson sketched out this diagram about

ascension in his highly recommended book: *DotCom Secrets*. I recommend you read all of his books, by the way.



This chart simply means that your prospects will start out at the bottom (with a lower-priced offering) and will ascend a “value ladder,” ideally buying more and more expensive items as they check you out, feel a sense of trust of doing business with you, and get sucked into your rabbit hole of product offerings.



Since this is the marketing plan – getting as many people into the funnel as possible to quickly convert them into paying customers – then why not just add freebie people in the mix to? That would be harmless enough, right? After all, more prospects equals more sales, right?

Ah! Well, my friend and dear student, this is precisely where things have recently shifted within the past decade.

Why FREE is Not Really Free

I'd like to mention that with our free (with shipping and handling) offers, we do get calls from customers who don't read the small print who just want something for free. When my staff

politely mentions that they have to pay a small shipping and handling fee, as mentioned in our advertisement, some will get mad and hang up because they just wanted something for free. Many of them will say this exact same sentence, “We don’t care what you’re offering for free, we just want it because it’s free.” Hmm...so, you don’t even know *what it is we’re offering* nor do you care what it is? Can I send you a box of free dog shit then? You just said you didn’t care what it was as long as it’s free, right?

A couple of years ago I had lost almost \$100,000 because of some very poor advice from a well-known marketing guru in his high-level mastermind group that I paid \$33,000 a year to be a part of for two time-sucking years. (I won’t tell you who it is but here’s a hint: I mentioned his name TWICE in this report.) He told me to do a 100% free offer. No free with shipping and handling. No 1¢ offer (like with Columbia House years ago...remember that offer?)...NOTHING.



On top of that, it was suggested that I provide these people with a “shock and awe” box that would cost me about \$50 each to put together and mail out. The “theory” is that the box would be so mind-blowing that they just *had* to order my higher-end skincare products.

So, I set out to do this *very costly* marketing campaign. I started by renting higher-end mailing lists like those people who purchased from Nordstrom and other higher-end department stores. It seemed like a pretty fool-proof plan so far.

Except there was one major problem: I got a really good response rate on the mailing (upwards of 10% on some lists) so I was on the hook for sending out *hundreds* of these \$50 boxes per week. I did all the follow-up mailings on top of that, using all of the “lumpy mail” methods that normally work with my information publishing marketing campaigns. **NOTHING WORKED** to convert orders. After sending out about 700 of these boxes and 3 follow-up mailings thereafter, I ended up getting ONE order. Yes, you read that correctly. I GOT ONLY ONE ORDER!



How did I end up losing \$100,000 on this deal? It’s because I put so much research and development into the product line in the first place for about one solid year preceding the actual marketing launch. I did the abysmally disastrous marketing launch (as per the recommendations of the well-known marketing “guru”), and thereafter pulled the plug on the entire business.

My problem was that I had already has a successful all-natural skincare company called *California Glow*. I got too confident. I figured it would be a piece of cake to launch a high-end version called *Goddess Gold*. And perhaps if I had gone a different marketing route, I would be telling a different story here. But that just isn't the case. I had lost so much confidence – as if somebody sucked all the wind out of my sails – that I quickly closed shop and took the heavy loss because I didn't have the energy or desire to continue anymore. Taking well-meaning but terrible advice from somebody can not only bankrupt you but it could make you want to give up your dreams too, as did with me.

Free Offers = Bankruptcy

I'm telling you this incredibly important story because it's really enticing to want to generate more leads by offering a pure 100% free offer. You might think, *Well, how many leads am I giving up because I'm making people pay a low shipping and handling fee? How many more leads would I get if I didn't make people pay this nominal entry fee to get into the door?*

DON'T MAKE THE MISTAKE OF THINKING THIS WAY. Here's why:

Remember I told you how I got rich by using Google AdWords (now Google Ads) back in 2008 through 2010? And remember how I told you that I had BOTH a *one-step* and *two-step* option on my real estate website www.ApartmentBuildingCashFlow.com which allowed prospects to either option in for a free download report or buy the \$97 download? The reason I offered something free (a free PDF report/sales letter) is because there was NO COST to fulfill this freebie offer. Yes, there was a cost in clicks. Back then, for me, clicks started off as a nickel and then later increased to a dime. Later these clicks would cost dollars, but I was still making money. But there was NO COST in the fulfillment of the freebie offer. The customer would download the PDF report. And I didn't have to pay one single cent for this to take place.

This was also a time when people were more responsive to reading downloadable PDF reports. They read them and acted upon them. Now that people have email inboxes with hundreds of unread emails, receipts, notices, sales, bills, etc., they have little interest in (1) finding your emailed PDF report, and (2) actually reading it. This is one of the key things that has changed in the past decade.

So, now that profitable and effective freebie “bait” fulfillment *isn't* free anymore, it's only fair and fiscally responsible as a marketer to pass that expense down to the prospect for a few key reasons:

- 1) You'll be losing money anyway by mailing out the offer. If you are charging them a modest \$9.95 shipping and handling fee for a cover letter, a short book, and a “report” (sales letter) of 20+ pages, this is going to cost you about \$10 to mail out. That's before you factor in the cost of the bubble envelope (you can get #2 and #4 gold economy bubble envelopes from www.Uline.com) and the cost of postage. Your package will cost you \$15 out the door while your prospect only reimbursed you less than that. So, you're already out of pocket before you even start.

- 2) A prospect who PAYS YOU MONEY as an “entry fee” to get into the door is a MUCH HOTTER PROSPECT than the tire-kicker who just requested something for free because, well...*it was free* (and for no other reason). The prospect who pays a small remittance fee has done several things: (1) raised her hand to indicate an interest, (2) PROVED her interest by plopping down a small amount of money, and (3) has her eyes peeled for your package because she, in her mind, BOUGHT IT. It’s a purchase. It’s NOT a free thing that she only paid shipping and handling for. At least not to the prospect it isn’t!
- 3) This quickly moves your customer up from starting off as a cold prospect (one of the billions of people roaming about the cold Siberian plains swirling in Prospect Purgatory, completely a “nobody” in your world) to someone who plops on your doorstep as a HIGHLY INTERESTED PROSPECT. They went from a stone cold *possibility* to flaming hot *customer*! Had they just raised their hand for something that was 100% free (just because it was free), you’d have NO IDEA where this person would place in your world: still stone cold but wanting something for free or somebody who was really interested?

The Important Psychological Stuff...

One critical psychological element I failed to mention so far is the *perceived value* that the prospect has of YOU, the marketer, charging SOME MONEY for your initial entry-level offer. To the prospect, something that requires SOME money – even if it’s just the price of a cup of coffee – means that you, the marketer and businessperson, is putting VALUE on your own offering. People do equate the notion of free with something lacking any value. This is why free downloadable PDFs are never read anymore; they have NO VALUE because they’re free! Things of no perceived value won’t even be looked at anymore. Anything else that’s completely free, including things you might send out in the mail, also has no value either, at least not to the prospect that you’re hoping to squeeze some cash out of down the road.

There’s a level of commitment – *psychological commitment* – when a prospect buys something from you, even if they bought something for one cent or one dollar from you. They feel like they are now invested in something. They plunked down some money – even if it was a small amount – and that money represents *energy*. They earned that money through whatever means of income they have. And therefore, they are parting with that energy in a trade for whatever you are offering, even if it’s a low-cost trade for them.

So, if you’re offering a book and they paid \$10 for it (even disguised as a free offer that they had to pay shipping and handling for), they are *psychologically invested* in you and your offer. This won’t be some free PDF report that they requested and quickly forgot about three seconds later. This is a book they paid for and they will be awaiting its arrival. (This is why sending PHYSICAL THINGS is also critical! Long gone are the days of emailing PDF reports to people...IF you want to make money, that is.) Not only are they waiting for the book package but the moment it comes, they’ll remember ordering it and they’ll start reading through your book and other accompanying marketing materials. Why? Because THEY PAID FOR IT, silly!

Me: Consumer

Whenever I'm trying to figure out the psychological behavior of my prospects, I immediately divert my attention to myself. I'm an avid consumer of almost anything and everything. If Amazon had a Platinum VIP level, I'd definitely be at the top of that VIP list since I order so much stuff from them on a near-daily basis.

I think about what FREE means to me as a consumer. And it probably means the same to me as it does to you: NOTHING. FREE = NO VALUE!

Free can also mean LOTS OF STRINGS ATTACHED. Nobody gives out anything for free. Not without conditions or strings attached, right? There are *no free lunches*, as they say. And that really is true. Nothing is for free...unless there are strings attached and most people don't really want to know what you want in return for your FREE thing. At least that's what I think of free and I trust nobody who offers anything free of charge.

I also liked to be "eased" into a relationship with an offer. So, if I start off buying a book for \$10 then I'd easily expect the next thing I'd have to buy would be somewhere between \$197 to \$497. So, when I get a free book from somebody and the next thing I'm being asked to pay is \$997 or – worse yet -- \$9,997 and I don't know the guy from Adam, I'm immediately distrust the person I'm doing business with. Even though I definitely have \$997 or \$9,997, I don't feel comfortable enough slamming down that kind of money without getting to know the person I'm doing business with first.

One of the best online marketers out there is Russell Brunson (who I mentioned before). If you ever want to check out what a highly effective marketer does with online sales funnels, definitely check out his stuff. He markets a lot on Facebook. If you see a book or report he's advertising, buy it. You'll understand what a sales funnel is supposed to look like by buying his low-end offer and moving through his profitable sales funnels.

And remember what I said: **Don't listen to what the "gurus" tell you to do in their books and courses; DO what the "gurus" are DOING themselves.** In other words, *emulate* them!

The Profitable Money Funnel

Do you remember that *ascension* thing I was talking about? I love getting people into my website funnel because I start them off paying a low amount for the "free with shipping/handling" book and then I offer a bunch of OTOs (one time offers).

For the 100K in 100 Days offer, I start them off with the "free with shipping/handling" offer. There is an order "bump" (immediate upsell) on their order page for them to upgrade their order for \$97 to get a workbook and a set of training DVDs. My first OTO is \$297, and my second OTO is \$497. I sell a lot at the \$297 level but hardly anything at the \$497 level. This is because prospects don't really know who I am and aren't sure if they're ready to make that kind of financial commitment right away. After all, they just found me!

A good sales funnel will start off with a low-end offer (\$10 to \$37) and then may “bump” the offer with something in the neighborhood of \$37 to \$97. Then the first OTO (one time offer) might be something that is \$197, a second OTO might be something that is \$297 and a final OTO might be something that is \$397 or \$497. I’ll sell about 20% to 25% of the people coming to my funnel for the book offer at least ONE of those additional things.

Once I have their package mailed off, there are other upsells I have including one for a \$1,997 done-with-you mentorship group where I help people building out their money funnels *for them* (you can get more information about my next group at www.100Kopp.com) and for those who are really gung-ho about having me build their entire business out (from scratch), they’ll join my Money Funnel Apprenticeship Group which is over \$20,000 for an 8-month group. (For more information about this group, go to www.MoneyFunnelApprentice.com.)

So, yes, I do have higher-level groups. It takes mailing a lot of packages to get people into these groups, especially the highest-level one. I can sell about 3 out of every 100 people the \$1,997 offer. Many times, I sell about double that. So, per 100 people that get the book, I can sell a minimum of 3 them the \$1,997 offer. It takes me about 500 book sales to find the right qualified person for the Money Funnel Apprenticeship Group. So, to sell 100 books, I have to mail out 5,000 invitation mailers. This costs me about \$5,000 to mail these invitation mailers. Out of these 100 sales, about 20% will take at least ONE of my upsells (including the bump offer). This averages out to be \$297 for 25 of each \$100 so it’s just under \$6,000 in upsells on top of getting \$9.97 per book, bringing the total to around \$7,000. So, not only have I paid for my invitation cards but I’ve made \$2,000. Then, when sending out my 100 packages, I can upsell at least 3 of those 100 the \$1,997 upgrade. That’s almost another \$6,000. Out of 500 packages, I can sell a \$20,000 higher-level group. I do pretty well on this promotion and this is 100% duplicatable in the precise funnel order I’ve mentioned above with ANY type of information product!

Poor marketers will start with a totally free or really low-end offer and will jump up to \$797 to \$997 or higher with nothing in between. That’s just shitty marketing.

The worst marketers will start off with a low-priced (or totally free) offer and will immediately jump up to \$4,997 or higher offer with nothing in between. I’m not sure how these kinds of numbers can work for these people, but I guess it could work out for some of them. I think it’s just a pure numbers game for them. They’re prepared to weed through hundreds of tire-kickers to find that one person willing to pay that kind of money. To me, that’s just a lot of work. Why not add a “down sell” (cheaper version of a higher-end) product or some higher-priced “entry-level” product, like something for \$397 or \$497 just to get extra money coming in from people who aren’t sure or who cannot spend high dollar amounts right away? This lower-end offer could be a set of videos...*or something*. Be creative!

For me, as a consumer, if I can’t get a feel for someone, I’m NOT spending \$5,000 or \$10,000 with them right away. I have to work my way up to that over time. Yes, there are companies I spend a lot of money with but it’s because they’ve built a relationship with me over time. It’s not like they mailed me a free report and I suddenly gave them a credit card right away to have them whack it for \$10,000. In fact, that’s never happened for me personally. *Like never!*

Lack of Follow-Up = LOST SALES

Sometimes we get so busy at our office that we don't make the time to follow-up. And this is where all the money is; it's in the FOLLOW-UP! I've recently hired a new person to ONLY handle follow-up. That's ALL she's doing for 40 hours per week! Yes, it's THAT important!

So, when I say "follow up," what do I mean exactly? Here's what EFFECTIVE follow-up looks like in my direct marketing world:

- 1) Phone calls to our customers about other similar products and upcoming events they could benefit from.
- 2) Direct mail marketing pieces, brochures, "lumpy" mail, gifts, and reports about other similar products and upcoming events they could benefit from.
- 3) Emails about other similar products and upcoming events they could benefit from. (This is my LEAST favorite follow-up method. If you think it should be your *only* follow-up method, think again. That would be a poor marketing strategy.)
- 4) *Wash, rinse, and repeat as many times as possible!*
- 5) Offer "down-sells" or lower-priced "entry-level" products to those who don't want to pay higher dollar amounts.
- 6) Keep selling by calling, mailing, and emailing until the world ends! Or until they disappear or tell you to beat it!

When you pay hard-earned marketing dollars to rummage through a cold prospect heap from the cold plains of Siberia with cold marketing, why let them grow cold again by turning your back on them after they entered into your funnel? Do you know how difficult and expensive it is to acquire a good customer? To acquire ANY customer? Even a low-priced paying customer?

Once you have a customer pulled into your world, you need to *massage* that customer into purchasing other things that could benefit their life in great ways. Ignoring them tells them that (a) you don't have anything else of value to offer them, and/or (b) you don't care about them at all and probably never did in the first place. If you don't have anything else to sell, find something to sell them...like yesterday! And if you don't care about customers, find something else to do!

I get so frustrated with the lack of follow-up with online marketers in particular. I buy a lot of stuff from certain online marketers including Russell Brunson. They have a prime opportunity to *mail me* higher end offers via USPS mail that I'd jump on in a hot second (because I'm a "warm" market to them) and yet I NEVER hear from them by mail. LIKE NEVER EVER! I never hear from ANY of them except via email. Yes, I do get piles and piles of email from them, most of which ends up getting DELETED instantly without being read!

I was inquiring into one online "guru's" marketing program about two months ago. I won't mention his name. I bought a book from him on Facebook for about \$10. He has no "middle" offer. It's a \$10 book and a \$10,000 online program. And that's it! All he does in the book is push people to book a phone call. I usually never partake in calls like this but I decided to check it out.

The saleswoman who was doing my call...CALLED ME LATE. (Strike #1.) She couldn't answer ANY of my questions about the \$10,000 program and kept saying, "[Name of guru] would have to answer that." Okay...then why am I talking to you? (Strike #2.) I told her I'd think about it. She NEVER followed up with me by email or phone to see if I was still interested. (Strike #3.) *You're out!*

I recently thought about her and wondered what would have happened IF she did follow up. I was thinking about trying the program, mostly to tighten my edge on Facebook marketing. But...I guess I will never know because I was never important enough to her to be deserving of a simple follow-up of any kind. And she lost a possible \$10,000 sale because of her laziness or her false misperception that I just wasn't that interested. (Obviously *I was* interested to the point of booking a call and wasting more than an hour on the phone with her!)

A common misperception among newer marketers and salespeople is that prospects and customers *hate* to be sold things. *Nothing could be further from the truth.* People love being sold a product or service if it is something THEY WANT, that they could immediately benefit from, can apply in their life, and that can *enhance* their life in some meaningful way.

I *love* a good sales pitch. I have the utmost respect for the sales process and the art of a good pitch because excellent selling is not as easy as one may think.

So, how can you become a great marketer? How can you sell things to make a lot of money?

That's kind of the wrong set of questions. The right set of questions would be: (1) What skill-sets do you bring to the table to create a kick-ass business and what are your weaknesses that you can either enhance in some way (by learning those things yourself) or that you can outsource to experts who do really well in those areas you're lacking? And, (2) what *wheelhouse* of products can I create to offer *exceptional value* to people based on my passions and expertise?

Once you can answer these questions, you can begin to build the multi-million-dollar empire of your dreams.

Then...once you decide of a product type that you're passionate about that you can offer exceptional value to your customers and clients, you can then take a short-cut in turning that idea into a super successful business by taking a short cut. Here it is...

DO NOT Reinvent the Wheel – Emulate the Marketing Masters

The fastest and easiest way to create highly profitable and effective marketing campaigns is emulate successful marketers. That's the best way to do it.

Get yourself a "junk" email address and get on as many email marketing mailing list as possible. You can use these emails you get from marketers as templates for your own campaigns.

Get yourself on as many “junk” mailing lists as you can so you receive regular “junk” mail including marketing pieces, sales materials, postcards, etc. Save EVERYTHING you get. You never know when you’ll use parts of it in your own marketing pieces.

This is why I included a lot of my sales pieces in this report. I wanted you to see some of the marketing campaigns I’ve done in recent years that were highly successful. You can emulate me. You just can’t copy me. There’s a difference.

Emulation means getting the “spirit” of the piece kind of the same. Committing copyright infringement means that you’ll copy me word for word, in which case my attorney will have to send you a cease and desist letter. You can emulate someone without illegally copying them.

The Best and Most Profitable Types of Products to Sell

I’ve been in the business of direct marketing for over 25 years. I still can’t believe it when I say it. Twenty-five years! Man, where *did* the time go?!

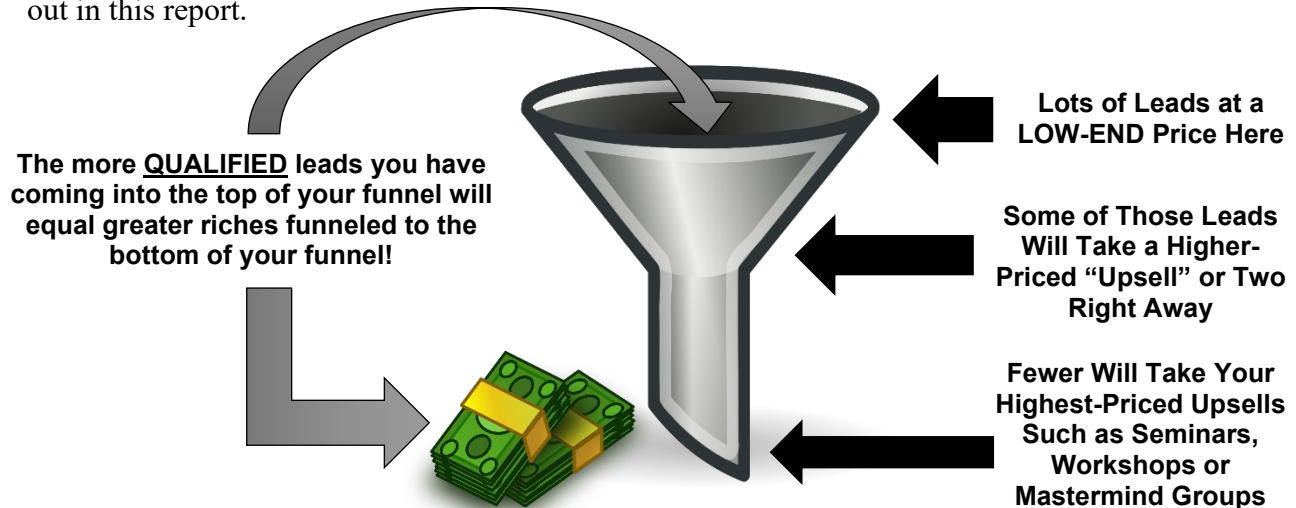
While I made over \$100,000,000 in product sales in the last decade and a half, there were a lot of low times in this business too, some instances that I pointed out earlier. And if I could jump into a DeLorean and time travel back to 1995 to explain the art of successful and effective marketing to myself 25 years ago, here’s what I would say to myself:

“Monica, the key to success in marketing is *constantly upselling* to your current customers. When they enter into your world, *keep selling them more and more and more...and never* stop! Keep getting ‘new blood’ customers through the door but *never ignore those who are already there*. Keep working them up the ladder, into more expensive products (that benefit them) and offer as much beneficial value to your customers as possible, blowing your competitors out of the water. And, oh, don’t waste EVER your time on ‘consumables’ like skincare and health supplements. It’s too competitive and there just isn’t enough money getting \$25 here and \$50 there. You have to sell way too many units, requiring way too much work to get ahead. By selling information, you can sell ‘systems’ and products for hundreds or thousands of dollars a pop but pay a small amount for printing and distribution. When deciding which information products to sell, focus on those that can help people become successful...in other words, you want to sell ‘success blueprints’ to people in different niches like real estate investing, stock trading, etc. You’ll find the most financial success with those. But since you have a passion for writing, you may want to consider creating higher-end information products (home-study courses and programs) for wannabe writers – people who are in professions they hate who have always dreamed of making a full-time living as a writer – and never be dissuaded from this because others have said writers are ‘broke.’ They’re not all broke. And by focusing on professionals who want this kind of freedom – making a full-time living as a writer instead of working 60-hours per week in their grinding work – you could make a freaking fortune. Do things you’re PASSIONATE ABOUT... because you CAN make money with your passions. Life’s too short to do things you hate just to pay the bills. Live with passion! Life’s too short not too!”

Or something to that effect.

Buy It...Or Beat It!

Pay to play. That's how it works. Anyone who's not interested enough in your offer to scrape together the amount of money it costs for a cup of coffee at *Starbucks* these days aren't **QUALIFIED** enough prospects to waste any time or energy on anymore for the reasons I pointed out in this report.



The keyword above is getting **QUALIFIED** leads at the top of the funnel. We DO NOT want tire-kickers and time-wasters. So, the **ONLY** way to get **QUALIFIED** leads is by making people pay *just a little bit of money* just to prove their interest – validating that they're interested enough to pay, say, \$5 to \$10 just to check out what you have – versus someone who just wants something for free just because it's for free and for no other reason. Yes, you'll have **SOME** people who may want your free offer who may turn out to be valuable prospects but, unfortunately, there will too many others who will be muddying up your pond who are there just to be the leaches that they are. Unfortunately, by letting everybody into the party, you'll never be able to single out your most valuable qualified prospects if *everybody* got there FOR FREE to start with!

But...if you simply charge just a nominal price – an “entry fee”– you'll be *guaranteed* that **EVERYBODY** who is in your *pond of prospects* are **ALL** there because they're *qualified* enough to (1) have raised their hand with *great interest* about your offering to the point where they have (2) **PAID** a small entry fee to check out what you have, and (3) will now (because they paid) give you their *undivided attention* upon the receipt of your stuff since you will send out the physical (NOT downloadable) materials to them *in the mail*. (Don't be lazy, cheap, and lame. NO MORE PDF DOWNLOADS! Save the USPS and start mailing again...and it'll make you rich, too!)

I hope this quick report has showed you how people's buying and attention habits have changed in recent years and how imperative it is to qualify your prospects by asking for a small “door charge” to enter into your world. This will help you quickly identify them as a serious prospect worthy enough for your valuable time, your information, and your follow-up resources.

If you have any questions, feel free to email me at mm@monicamain.com or call my office at (661) 295-5050. Good luck and Godspeed! *See you at the top!*