



Marketing Secrets

REVEALED

“Don’t waste another dollar on advertising that generates little or no results and discover the tested and proven marketing strategies of some of the most highly effective marketing campaigns in Australia”

Dear Business Owner,

Thank you for ordering your copy of this report, ‘7 Marketing Secrets Revealed’. This report has been created to help you understand **the secrets of some of the most effective marketing campaigns in Australia**. Times are getting tough; the days of doing little advertising and getting loads of business from word-of-mouth are coming to an end. You need to discover the secrets that will help you **get the highest possible return from your advertising budget** so you can generate more customers, clients *and* grow your business. This report will reveal to you the strategies that will help you **generate more sales and profit from your advertising budget**. Make sure you read through to the last ‘secret’ of this report where I reveal another FREE offer valued at \$297 dollars.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Jordan Mullen', with a long horizontal stroke extending to the right.

Jordan Mullen
(Director of Response Driven Marketing & Strategic Marketing Consultant)

P.S. So you can get the most out of this report, **make sure you print it off and read it in a quiet place** so that you can get the most out of the content.

P.P.S. Remember to read the last chapter of the report to learn **about another FREE special offer valued at \$297**. This offer will help you understand how to apply all the secrets you’ve learned to your current marketing efforts.

Report Content

The Proof: “These are not market theories or ideas but rather tested and proven marketing strategies”

About the RDM & Author: “Response Drive Marketing is a marketing consultancy and copywriting firm directed by Jordan Mullen”

Secret One: “Discover the two most important questions you will ever need to ask yourself if you want to run a highly profitable marketing campaign”

Secret Two: “Secrets revealed on how to design, create and place ‘Magnetic Ads’ that will dramatically increase your advertising enquiry”

Secret Three: “The Step-by-Step instructions revealed on how to create a lead fly-trap that will be ready to capture prospects’ details 24hrs a day, 7 days a week”

Secret Four: “Imagine employing your own top-performing, highly motivated salesperson who is willing to sell your products and services without even expecting a commission!”

Secret Five: “Discover how generously giving away free, useful information and advice can be one of the most effective ways of generating hot, qualified sales leads”

Secret Six: “Discover how to turn a list of cold prospects that don't know or trust you into a group of hot buyers who are eagerly lined up and practically begging to meet with your salespeople - WITHOUT picking up a phone”

Secret Seven: “Discover how to add those special marketing ingredients to your current advertising efforts that will give you an explosion of sales and profit”

The Proof

"Before we spoke to Jordan we were running T.V. ads on a monthly basis. We were spending an average of \$1500 dollars - which ended up generating us around 2-3 sales. This was not a good result on the amount we were spending. I heard about Jordan's ability to help businesses cost effectively generate qualified sales leads. Since he has helped us we can now generate 25 sales for the same amount we were spending on the T.V. advertising - he has increased our advertising response rates by 733%."

- Paul Taylor, Director of Toowoomba Home Loans

"We contacted Jordan because we wanted to try some new methods of advertising. He presented us with a strategy that would integrate our mail drops and Internet marketing. We hoped this would make a difference. The same month we began the campaign, we discovered our sales doubled."

- John Hitchen, Appliance Gallery.

"Since the property market has gone quiet I was finding that we were hardly generating any calls on my developments. My sales people were putting ads in the paper but we found it was a waste of money. I contacted Jordan to help us with a small campaign to see if it made a difference. I couldn't believe it, one strategy ended up generating 22 leads in less than a week. The phones wouldn't stop ringing, it was amazing!"

- Dan Murphy, Director of 1770 Developments

About RDM & Author

Response Driven Marketing is a marketing advisory and consultancy firm that can help you to grow your business. A lot of businesses today waste money on advertising, unaware that there are already proven-to-work strategies that can dramatically increase the effectiveness of their advertising. Response Driven Marketing was started to help Australian businesses discover how they can increase the response rates they receive from any marketing they do.

The business is directed by Direct Response Marketer, Jordan Mullen. After years of experience in the direct marketing industry, Mr Mullen wants to share his marketing secrets and effective strategies.

"Why waste money on advertising that generates little or no result? We want to help you discover the marketing strategies that will flood your business with more clients and customers than you had ever dreamed possible."

Jordan Mullen (RDM Director)



Marketing Secret Number 1

“Discover the two most important questions you will ever need to ask yourself if you want to run a highly profitable marketing campaign”

Before you even think about constructing a marketing campaign....

...there are two questions you need to ask yourself if you want to get the best possible results from your advertising budget. Once you know the answers to these two questions, you'll have enough information to enable you to construct the most profitable marketing campaign ever.

There are valid reasons why you need to ask yourself these two questions. You'll find you won't need to waste your time and money telling *everyone* what you have and why they need it, when the truth is, only some people will buy. So you're better off investing your advertising dollars on *them*.

Let me explain...

“Companies like Coca Cola and McDonalds spend millions of dollars a year on marketing. Their objective is to have as many people seeing their logo as possible. They know by doing this they will build consumer trust which in turn leads to more product sales.”

This form of marketing is called...

‘Branding’

Unless you have a multi-million dollar advertising budget this type of advertising is not for you. If you're a small to medium business owner the type of marketing you want to do is called...

‘Target Marketing’

Why should you do this type of marketing? Because you will end up saving big money on marketing costs whilst generating far better results from the advertising you do.

Target Marketing all starts by asking yourself these two questions...

- **Who are they?**
- **What do they want?**

Question One: “Who are they?”

If you were trying to sell high performance sports cars, would you try to market them to 65-80 year old ladies?

Of course not! You wouldn't do this because you know there would be a very small chance of them actually buying one. Find out 'who they are' and you will find out the type of people most likely to buy your products or services. This is known as defining your...

‘Target Audience’

You can define your ‘Target Audience’ by obtaining information about your prospects like...

- What suburbs do they live in?
- How much do they make a year?
- How much disposable money do they have to spend?
- Do they have double or single income?
- How many kids do they have?
- Are they married, divorced or single?
- What is their age range?
- What are their hobbies and interests?

Finding out this demographic information will help you to discover who your ‘Best Buyers’ are.

“How do I define the ‘Target Audience’ I need to market to?”

Here are two tips on defining your ‘Target Audience’....

Tip One: Surveying Previous Clients

“The most cost-effective way of defining your target audience is by surveying your previous clients. Your previous clients hold the keys to finding out who will be your future clients.”

One way of doing this is by directing your previous clients to a web site with an online survey. All you need to do is create questions that will extract demographic information from your clients.

However, most people will not participate in surveys unless they are going to receive something for doing it. It's important to offer some form of incentive for doing the survey to increase the chances of people completing it.

The incentive can be anything of value like free movie tickets, dinner vouchers, competition entry or savings off your products or services. Yes! It will cost you money to give away free rewards but the information you receive will generate you greater future profit.

Tip Two: Database Analysis

Another way of defining your target audience is by using something called a 'Database Analysis' on your previous clients. All postcodes of your previous clients are collected and a software system that uses 'Census' survey information will help you discover the demographic information of people in your Target Audience. This can be expensive to do and should only be considered if you have 1000's of previous clients.

Question Two: “*What do they want?*”

The 3 Buyer Motives

Have you ever gone shopping and bought something just to help a company make more profit?

If you have, it would have been a very rare case. So what *do* they want? Find out exactly what will motivate people to buy your products or services and you will find the answer to your question.

The truth is, people will only spend money to...

- 1. Fulfil their desires**
- 2. Solve their problems**
- 3. Eliminate their fears**

I call these the “**3 Buyer Motives**”

Having out this information will help you press your prospects 'hot buttons' when fishing for business. If you say the right thing to the right market, you will generate an *explosive* response from your marketing campaigns.

This information will also help you break your product or service into a 'Niche Market'.

“What is a Niche Market?”

“A Niche Market is a group of people with a common desire, fear or problem that motivates them to be interested in your products or service.”

For example, if you sell gym memberships your niche markets would be....

White collar workers who are finding hard to work during the day be they are constantly feeling tired. These people want to go to the gym to increase their energy levels.

...or

Women who don't feel confident because they may have put on some weight. These women want to go to the gym to cut back on their kilos.

A lot of gym companies seem to target everyone when they advertise a gym special.

There is a saying - “You must be specific to be terrific”

If you want to conduct a successful marketing campaign, you need to target a Niche Market.

Don't tell everyone about everything. Tell *someone* about *something*!

You are going to be amazed at the response you are going to generate by applying this amazing principle. In **“Marketing Secret #2”** I'm going to reveal to you some 'proven-to-work' ad creation techniques that will help you successfully target your niche market.

“How do I find out the type of Fears, Problems and Desires I can target to motivate prospects to buy my products or services?”

The key to finding out this type of information is by conducting market research. You may an industry expert who thinks you know exactly what your prospects desires, problems and fears are. The chances are you're wrong.

There are many stories of successful businessmen who have gone down the track of 'guessing what the market wants.' They all admit it leads to losing a lot of money. I heard of one man who said he lost millions because he thought he knew exactly what the market wanted!

Playing guessing games doesn't work; the best way to find out this information is by doing market research.

I will now reveal to you 3 strategies to conducting market research...

Strategy 1: Purchase Market Research Information

There are people who have done the research for you and all you have to do is buy it. Even though you need to outlay a fair investment to get this information, it's worth it because you will make a lot of money from it.

Strategy 2: Studying Your Competition

Is there a business doing well in your industry? If so, you need to study your competitors advertising campaigns and find out why it works so well. The reason why it's working so well is because their marketing message is successful press the markets hot buttons.

Strategy 3: Conduct Surveys

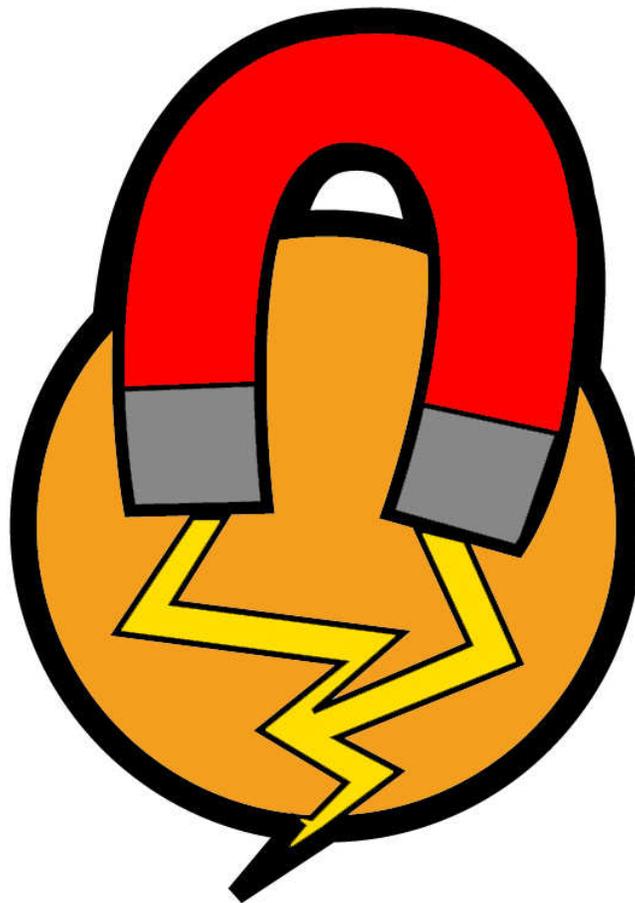
One of the most well known ways of getting market research information is by conducting surveys. Surveys will give you a huge advantage. You control what information to extract from the market by the wording of your survey questions. Once again, offering rewards to potential survey participants will motivate them to fill in your surveys.

Finding out 'who they are' and 'what they want' is critically important to the success of your marketing campaigns.

If the research is done properly you will know what 'hot buttons' to press in your market message responsive.

One of our marketing consultants can help you to conduct market research that will reveal *exactly* what is happening in the market. If you would like to speak to a Marketing Consultant we recommended you invite us to conduct a FREE Marketing Analysis (\$297 Value) of your current methods of advertising. By

conducting this Marketing Analysis for you, we can produce a report which will reveal your best strategies to conducting the market research necessary to developing a highly profitable marketing campaign. To discover more simply visit www.responsedriven.com.au/marketinganalysis



Marketing Secret Number 2

“Secrets revealed on how to design, create and place ‘Magnetic Ads’ that will dramatically increase your advertising enquiry”

Once you have found out 'who they are and what they want' you can then use this information to strategically design, create and place 'Magnetic Ads' that will generate you large numbers of new customers and clients.

“This type of advertising is exactly like fishing. If you have the right bait for the right type of fish, you’ll know that your fishing trip will be successful.”

The key to designing powerful profit-generating magnetic ads is by applying something called...

‘Copywriting’

The word 'copywriting' literally means 'written advertising material' or 'advertising text'. The amazing thing about good copywriting is that there are proven ways to word ads that will guarantee you a huge response. The best way to explain **'copywriting' is - salesmanship in print.**

I recently helped one of my clients use just 3 of these copywriting strategies. In the first two days of running their campaign their sales increased by 433%. What a great example of the power of applying copywriting strategies to an advertisement!

In the last section I explained to you how to find what will motivate your buyer. I also showed you how to define the Niche Markets you should target.

If you take the time to do this market research, you will soon have enough information to enable you to create effective response driven ads. By applying a few 'copywriting' techniques correctly, you can word ads that will press your target audience's hot buttons. This will help motivate prospects to respond once they see your ad.

I will now go through 5 'proven to work' copywriting techniques you can apply to your display ads. Use the concept but just change to wording to suit your market.

Copywriting Technique 1: Single Out Your Market

It has been proven that 80% of the success of your advertisements comes down to the wording of your headline.

A good headline can literally single out your market and motivate them to read your whole ad, therefore increasing the success of your ad. I was recently asked to help a business with their marketing strategies. I slightly tweaked their headline, resulting in a 312% increase in enquiry response rates.

A great way of wording a headline to generate a better response is by using the 'Stop (problem) and Discover (Benefit)' formula. It works by recognising the audience's common problem and then telling them how they can solve their problem by discovering the benefits of the products or services you're selling.

Example...

"Stop Losing Sleep Because Of Your Husband's Snoring And Discover How To Eliminate Snoring Problems For Good"

Copywriting Technique 2: Emotionally Triggering Questions

These are questions that have been worded to target someone's problems. They help create an emotional need in the prospect's mind. Each question prompts the reader to say, "yes" to a problem, fear or desire they are experiencing and qualifies them for the solution. These questions are a great way to increase advertising response rates because they help show your prospects how your business can provide the solution.

Example...

- Do you fear that a criminal might break into your home?
- Are you concerned about the safety of your family?
- Do you worry that your home security is not effective enough?

If so, Security Solutions can help protect your family

Copywriting Technique 3: Benefit Statements

The truth is, people don't buy products or services. They buy the benefits they receive when they own the products or services.

How does a benefit statement work? When you present a feature of your products or services and explain how that feature will specifically benefit the prospect, you are applying a benefit statement. Using benefit statements can be a powerful way of getting people excited about your products and services.

Example...

- Product Feature:** Thermoplastic Coating
- Benefit:** Prospects enjoy roof colour longer without fading

Benefit Statement: *XYZ Roof Restoration applies a thermoplastic coating to your roof that is 300% thicker than normal roofing paints. This means you can enjoy your newly painted roof longer than if you just used normal roof paint.*

Copywriting Technique 4: Adding Value

Wouldn't you agree that most people love to get a bargain? A powerful way to make your phone ring with customers who are highly interested in your products or services is by presenting a compelling offer. You might be thinking to yourself...

"I have tried that but it didn't make much difference"

I have good news for you! There are proven ways you can present an offer to make it look more attractive to a prospect, therefore generating better market response. It's done by using a few 'Value Adding' techniques in your ad.

Here are four steps to making an offer perceive to have more value...

1. Display the previous price before your product or service was discounted.
2. Display the exact amount they are saving.
3. Display 'FREE' extras and their value (always display 'FREE' in capitals because it can increase response rates).
4. Display the total amount of extras they are getting for FREE.

Example...

Brand New Albion Centrino Laptop

Was...\$2599 now \$1999 - that's a saving of \$600!

Plus...

- FREE Battery (\$120 value)
- FREE 128mg extra ram (\$89 value)
- FREE Laptop Bag (\$99 value)
- FREE MS Office (\$249 value)

That's \$557 worth of extras for FREE!

Copywriting Technique 5: The CTA (Call to Action)

One of the biggest downfalls of most advertising is the lack of an effective call to action at the end of many ads. People need a CTA in order to take up an offer. Presenting some form of urgency to hurry people up to take that action is absolutely necessary.

Example...

(The Action) *To take advantage of this amazing offer place your order by calling a FREE-call number - 1800 133 228.*

(Urgency) *There are only 40 tickets left so call now before they all run out!*

“Where can I place my ‘Magnetic Ads’ to get the best response?”

Once you have created powerful ‘Magnetic Ads’ you will need to display them in targeted advertising mediums. The key to making these ‘Magnetic Ads’ work to their full potential is to display them in front of as many people in your target audience as possible.

Most companies who sell advertising space normally have information on their readership's demographics. Information on who reads, listens and watches their mediums will help you get your ads in front as many people in your 'Target Audience' as possible.

For example, if 80% of your buyers are...

'Married homeowners with large disposable incomes'

...you would place your 'Magnetic Ads' in those advertising mediums that would be able to display your ad to the maximum number of those type of people.

Example...

- ***Home improvement magazines***
- ***Real estate section of newspapers***
- ***Links off home improvement websites***

It
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your advertising dollars on attracting people who are more likely to buy your products or services, doesn't it?

"I have heard it said...

It's all a numbers game; the more people who see your ad, the more people will respond".

"The truth is...

"It's all a numbers game; the more people who see your ad in your Target Audience, the more people will respond BUT only if you have applied effective copywriting strategies to your message."

Applying the right copywriting strategies to your ads can determine whether or not you will generate a high level of response from your advertising budget.

In this secret we have revealed five of many copywriting strategies that can be used to increase advertising effectiveness. One of our Marketing Consultants can help you to discover the best copywriting strategies to use in your next advertising campaign.

If you would like to speak to a Marketing Consultant we recommended you invite us to conduct a FREE Marketing Analysis (\$297 Value) on your current methods of advertising. In conducting this Marketing Analysis, our consultant will have the opportunity to create a report specifically for you. He will reveal the best copywriting strategies for creating 'Magnetic Ads' that will generate an avalanche of new customers and clients for you. To discover more simply visit www.respondedriven.com.au/marketinganalysis.



Marketing Secrets Number 3

“The Step by Step instructions revealed on how to create a lead fly-trap that will be ready to capture prospect’s details 24hrs a day, 7 days a week”

If you're married...

...remember when you were first interested in your partner and you started dating that person? If you had asked for their hand in marriage on that first date they would have thought you were a little forward, wouldn't they?

Funny thing is, businesses do this to their prospects all the time, resulting in the loss of 100's of potential sales. Now I'm not saying businesses propose to their prospects, but they certainly *do* ask for a big decision from people up front in their advertising.

"Call us now and get high-pressure sold by one of our commission-hungry salespeople"

Of course you wouldn't say this in your advertising but this is how many people interpret today's ads.

When it comes to advertising, many businesses today offer only the one option of response and that is; **'Calls Us Now'**. A smart marketer gives a second option which is ...

'Discover More Information About...'

"You would have to agree that today's average buyer likes to do a lot more research, thinking and contemplating before making a decision that involves spending a large amount of money."

This has been the cause of frustration for a lot of businesses, making it harder to get quicker decisions from prospects. Many people simply say...

"I just want to do a bit more research and thinking about it before I make up my mind"

A smart marketer uses this 'thirst for information' to generate more leads, which in turn leads to a ton more sales.

This is done by an advertising method where your prospect can find out more information on what you are offering them. This is done by using responsive copy to create 'Landing Pages' that will educate your prospects more about your products and services.

“What is a ‘Landing Page’?”

A landing page is a part of your website where you send your prospects on to read more about what you offer. These landing pages are designed to be specific and relevant to your market. If set up correctly, landing pages will help you convert more of your advertising dollars into qualified sales leads.

There are 3 main reasons why you should use landing pages in your advertising campaigns.

Reason 1: Save Money On Advertising

“So many businesses try and cram too much information in their ads. A smart marketer uses landing pages for prospects who want to find out more information before responding to an offer.”

The old model of direct marketing was the “Long Copy” model. The idea behind this model was to cram as much copy on your ad as possible.

Some people would cram so much on it, people had to get a magnify glass to read the copy! Now we have the internet, we can follow the ‘Short Copy’ model. Many businesses like to use this model because smaller ads will grab interest while a landing page will convert more prospects into leads.

This model helps a business owner to save big on advertising. How? Because they don’t need as much space as most of the copy is online.

Reason 2: Create A Sales & Marketing Database

When setting up a landing page, it is a good idea to create a lead capture form so people can respond to the offer.

If you place a form on the site it will help not only help you to qualify your prospect but will also create a lead database. These leads can be placed into a Customer Relationship Management (CRM) program for your salespeople to follow up.

Reason 3: Educate Your Buyers

By getting people to read the content on your landing page, you’ll have the opportunity to use ‘copywriting’ techniques to communicate more benefits of your products and services.

It is a well known fact that the more time you spend with a prospect during the sales presentation, the more chances there are that prospect will buy.

This same principle can be applied to landing page marketing. When using long copy to sell your products and services, you'll be generating leads from people who have gained more understanding of

your products and services. This, in turn, increases your chances of getting the sale.

“In this section I will reveal the 5 Step Process on how to set up a marketing system that will generate you tons of leads. This system works just like a fly-trap; it will be ready and waiting to capture prospect’s details 24hrs a day, 7 days a week”.

Step One: Choose One Thing To Sell

Stop trying to say everything to everyone and say *something* to some one! **This lead fly-trap will only work if you target one market and offer one solution.** When developing your lead fly-trap look for one market you can target so you can get the highest possible response. The biggest bang from your buck will always come from niche marketing campaigns.

Step Two: Create Responsive Copy That Sells

What will make or break the success of your marketing campaign is the sales copy.

In ‘**Marketing Secret #2,**’ I revealed **5 copywriting strategies** used to generate more return from your advertising investment.

To generate the huge marketing response I am talking about now, you need to hire a copywriter to do the copy for you. A professional copywriter will help draw out the message to the market and create a landing page that will help you get the biggest value from your investment.

Steps Three: Set Up A Lead Capture Form & Database Creator

At the end of your copy on your landing page you'll need to set up a lead capture form so people can respond to your offer. Details from this form will go directly

into your lead database so you or your salespeople can follow them up straight away.

Step Four: Use Audio & Video

The key to successful landing pages is converting traffic into leads. One proven way to increase business's traffic-to-lead ratio is by using audio and video clips. By placing an audio or video message that backs up the message communicated in your copy, you will see a higher level of marketing response.

Step Five: Advertising Your Landing Page

Once your landing page has been set up with the copy, design and lead capture form, you need to send traffic to the page. One thing that can help with your traffic-to-lead conversion rate is the right URL.

If you use the keywords that are relevant to your market on your landing page, you will see a higher traffic-to-lead conversion.

Eg.

www.restoreyourroof.com.au
www.securemyfamily.com.au
www.refreshmyoffice.com.au
www.freenetworkaudit.com.au

“Creating an effective landing page will not only help you generate leads from your advertising campaigns, it will generate you qualified leads. What will make or break your landing page’s success is copywriting.”

Copywriting is advertising text designed to grab people’s attention in your advertising and is used to qualify the prospects on your landing page.

One of our marketing consultants will help you discover ways to create a good framework for an effective attention-grabbing ad and landing page. If you would like to speak to a Marketing Consultant we recommended you invite us to conduct a FREE Marketing Analysis (\$297 Value) of your current methods of advertising. Based on the results of your analysis, our consultant’s report can

reveal to you the secrets of creating your own lead fly-trap! To discover more simply visit

www.responsearchivedriven.com.au/marketinganalysis.



Marketing Secret Number 4

“Imagine employing your own top-performing, highly motivated salesperson who is willing to sell your products and services and he doesn’t even expect a commission!”

Picture this...

A highly motivated, top-performing salesperson who is willing to visit potential prospects 24 hours day, 7 days a week and doesn't even expect a commission when he makes a sale...

Would you employ him? Of course you would!

What if I said this salesman could be a reality for your business?

“How is this possible?” you say...

“The answer is to have an effective sales website that's specifically designed to heat up your prospects and make them call you with the motivation to buy your products or services.”

Are you thinking to yourself...?

“But I had a website done years ago and it's done absolutely nothing for me!”

My guess is you're thinking this because that's what most business-people say about their business website.

Your website is doing nothing for you is because it's basically nothing but an overly expensive 'Online Business Card'. It might have some nice graphics, text logo and a bit of information but **no** effective marketing copy and **no** traffic conversion strategies.

There is a reason why many websites are like this. Most businesses get a computer geek with too much technical knowledge or a designer with too much creative flair to develop their websites. Heck, in some cases I've even heard of business owners who'll ask their nephew with the latest software to develop their web site!

*I'm sorry to break it to you but these web sites will **not** make your prospects want to call you and buy what you have.*

In Marketing Secrets #4 I am going to reveal the 2 most important aspects for successful online marketing...

1. Your Website Needs To Convert Website Traffic:

What's the point of putting a major shopping centre in a highly populated area with cashed-up buyers, when the shops have no

salespeople? The people coming into that shopping centre wouldn't be able to buy anything.

This is the same reason why it's pointless having a flash looking website without any website traffic conversion strategies implemented. Your website will not convert any traffic.

2. You Need To Generate A Ton Of Website Traffic For Your Website To Convert:

Let's take it a little further.

What's the point of putting a major shopping centre in the middle of the desert? It may have great shops and the best sales staff but no one will ever go there to buy anything. This is the same reason why it's pointless having a good website with no one proactively trying to generate targeted traffic to the website.

Doesn't matter how great your website is, if there no traffic coming into the site there are no leads or sales generated online.

I am going to reveal strategies on how to...

- ***Convert more of your website traffic*** into qualified leads, enquiries and sales.
- ***Channel more targeted traffic*** into your website and use your website as an effective marketing tool.

Traffic Conversion: Here are 7 Website Traffic Conversion (WTC) strategies that will help you generate more sales and profit from your website...

WTC Strategy 1: Effective Copy:

Copy is king! If you want to educate, qualify and provoke your market to respond, you need to press your market's 'hot buttons'. Your online salesmen need to have an effective sales pitch.

By hiring a copywriter to communicate your message to the market you will see more sales generated through your website.

WTC Strategy 2: Lead Capture Forms:

Once your prospects are interested in your products and services you need to provide an effective 'Call To Action' (CTA). By using lead capture forms on your site you are encouraging your market to make a move.

WTC Strategy 3: Articles & RSS Feeds:

One way to win people over very quickly is to let them know you are an authority in your industry. By providing articles that are relevant and useful to your market, they will understand you know what you are talking about.

WTC Strategy 4: Ethical Bribes:

An 'ethical bribe' is an information product you offer your market to encourage them to leave their name and email address on a form. Once you have captured these details, you will be able to follow that prospect up automatically until they are ready to make a move. This ethical bribe can come in the form of a webinar, report, ebook, newsletter subscription or special access areas to your website.

WTC Strategy 5: Audio & Video Clips:

“One way to convert the traffic coming into your website is with audio and video.”

This has been proven to dramatically increase the leads and enquires generated from a website. Some people might say, "I hate it when an audio or video clip starts playing on a website" – well, so do I.

Ideally, audio and video in your online strategy should *only* ever happen when someone actually puts up their hand to download and listen/watch the clip. This means they are willing to wait until the video/audio clip is ready to play.

WTC Strategy 6: FAQ:

Experienced salespeople know that if a prospect has a need for a solution, the only thing holding them back is their objections. **An ‘objection’ is a reason why someone doesn’t want to buy.** These objections normally come in the form of questions in the mind of your prospect.

You might hear a question like, “Can I cancel my gym membership if I am not happy with the service?” This means the prospect will only go ahead if they will be happy with the service the whole way through the membership period.

The FAQ section of your website can be a tool where you can solve and resolve objections and answer prospects’ questions before they have even spoken to you or your salesperson.

WTC Strategy 7: Testimonials:

I’ve found one way to get instant credibility with your market is by presenting testimonials.

“Testimonials work because it’s not you talking about how good you are, but rather, your happy clients describing your excellent service/product.”

You create testimonials by asking your happy clients what kind of problems they were experiencing before your business helped them and what benefits they are now receiving. You then put together a short, punchy testimonial based on the ‘Before & After Strategy’. Few aspects appeal more to prospects than examples of your product or service working for someone else in a similar situation.

Traffic Generation: Here are 3 Website Traffic Generation (WTG) strategies you can use to channel more traffic into your website to be converted into qualified leads and enquiries.

WTG Strategy 1: Search Engine Marketing

Statistics show over 15 million Australians are now using the internet. When you are researching, what do you normally do? Go to Google.com, Yahoo.com?

“A large number of these 15 million Australians will research thoroughly before they buy and normally the first place they go to is a search engine.”

If you want to have an effective marketing website you should be trying to channel as much traffic into your web site as possible from search engines.

Pay Per Click – (PPC)

In the past it has been very difficult to get to the front page of a search engine.

But now, you can get to the number one page of Google and Yahoo within 5 minutes. There is an advertising concept that has been developed by Google and Yahoo called 'Pay Per Click' advertising. By setting up a Pay-Per-Click advertising account you will be able to channel highly targeted traffic into your website.

The best thing about this form of advertising is that you only pay for each click into your web site. This is helpful for businesses with strict advertising budgets.

The way to get the best results from this form of advertising is by setting up highly targeted ads that are only displayed when your market audience types specific keywords in the key search engines.

By doing this you will know that the people visiting your web site are genuinely interested in and pro-actively searching for what you offer.

Search Engine Optimisation – (SEO)

There is another way to get to the front page of a search engine. You can optimise your website so that you can generate free clicks from your 'organic' Google listings.

The reason why this listing is called 'organic' is because Google wants your website more easily and naturally found. Google's goal is to connect a searcher with the best information they can find based on their key phrase searches.

The old way of putting heaps of keywords in your "meta tag data" doesn't work anymore. Google has picked up that people putting irrelevant key phrase searches in their meta tag data were not getting the information they were looking for.

Google now optimises a website based on a few principles.

The following are a few principles for Search Engine Optimisation...

Relevant Information: Google will try to connect someone typing in a key phrase with a website that's about that key phrase. They do this by looking at the title tags and headlines in your website that relate to the key phrase.

Useful Information: Google doesn't care about a sales pitch; they care about the searcher finding the information useful and helpful to them. This is why it's important for a website to have not just sales content but useful articles and information as well.

Popular Information: If Google can see your website is popular, they know your information is popular in the internet community. They identify this by the amount of links pointing from someone else's website to your website.

WTC Strategy 2: Affiliate Marketing: Pay Per Lead/Sale

Wouldn't be good to only ever spend money on advertising that actually generated a result? With 'Affiliate Marketing' this can be possible.

Affiliate marketing is when you have online website partners that advertise your website for you. To set up your online affiliates you negotiate a relationship where you only pay them when you generate a lead or an online sale.

Here are the 2 ways you can have a group of affiliates working for you...

Recruiting Online Affiliates: Recruiting an affiliate online is similar to how you recruit an affiliate offline. You set up a relationship with business owner; they send traffic to a lead generating page. If you set up a referral code you will know where the lead comes from so that you can pay your affiliate.

Use An Affiliate Network: The other way to have a large number of affiliates working for you is by using an affiliate network. Affiliate network owners have a range of affiliate where they facilitate the affiliate process instantly which saves you time and effort.

WTC Strategy 3: Offline Advertising:

The key to successful marketing is to combine online and offline marketing methods. People normally visit your website before they visit you. This is why you need to display your website on every ad, business card, brochure, email signature and signage you have.

“The key thing to do here is make your website the central part of your marketing process.”

If you can turn your website into your online salesman you will spend less time selling and more time generating new clients. If you have the right website traffic generation and conversion strategies in place and active you will see a flood of leads and enquires come into your business.

One of our marketing consultants can help you with the right strategies for your online marketing success. If you would like to speak to a Marketing Consultant we recommended you invite us to conduct a FREE Marketing Analysis (\$297 Value) of your current methods of advertising. By conducting this Marketing Analysis we will have an opportunity to present the best website traffic generation and conversion strategies that will enhance the marketing of your products and services. To discover more simply visit www.responsethought.com.au/marketinganalysis



Marketing Secret Number 5

“Discover how generously giving away free, useful information and advice can be one of the most effective ways of generating hot, qualified sales leads”

Let's say I had a book that was called...

“The 7 Steps To Growing A Money Tree That Will Supply You With An Endless Amount Of Cash”

And let's say I was going to give you this book for free. Would you accept it?

Of course you would! Why? Because by taking this book you have information that will make you become financially free for the rest of your life.

You're probably thinking... **“HUH?”**

The point isn't about giving away books on how to grow money trees. Rather, it's about offering valuable and useful information that can help your niche market to solve a problem, eliminate a fear or fulfil a desire. By doing this you will be able to generate an incredible amount of qualified leads from your advertising dollar.

In this section I'm going to reveal to you secrets on how to start the most cost-effective lead generating campaign you will ever do, all based on a powerful marketing principle.

This type of marketing is called **‘Information Marketing’** and it follows the marketing model – 90% Information 10% Sell model. The 90% of the message is the useful and relevant information your market wants and the 10% is a sell and call to action so you can then convert these people into extremely hot and qualified leads.

Let me give you an example of this type of marketing Let's say your business sold maths programmes that could help children improve their maths skills. The niche market you would be targeting would be...

‘Parents who are looking for ways to help their children get better at maths’

Instead of offering the maths programme in your advertising message, you would offer an information product called...

“7 Little-Known Ways To Help Your Child Become The Top Student Of Their Maths Class”

This information product could come in the form of a...

- Free Report
- Free Webinar
- Free eBook
- Free Whitepaper
- Free Seminar MP3
- Free Podcast

Let's say for the sake of this example it was a report. This report would reveal to parents how they can help their children to get better at maths and would offer practical information & tips like...

- Effective homework study patterns
- How to increase a child's concentration span
- Simple math games that parents can do with their kids

“...so you are presenting information that is interesting and relevant to your niche market.”

Parents will then order this information product with the motivation of discovering these useful tips that could help their children with their maths learning. You might be thinking...

“What if they order this information product and think they can do it themselves?”

Well, this is where the 10% sell comes into it. To convert this prospect into a lead you need to then present the last tip as an offer so that you or your salesperson can meet with the lead. This last section should contain a sales pitch and an offer or an opportunity for that prospect to receive a free consultation, analysis or some form of audit and report. If the person responds to this offer you have just captured a highly qualified lead.

By doing an ‘Information Marketing’ campaign you will be able to do these 3 things...

- **Generate Leads:** Cost-effectively generate a ridiculous amount of hot, qualified leads. I would have to say this strategy will generate you the highest return from your advertising investment.

- **Builds Trust:** Give your buyers useful advice that will build trust between you and your buyer, thereby helping your salesperson close the sale on the day. The more information you give out, the more you will be perceived to be an authority in your industry.
- **Educate and Qualify:** Educate your buyer with all reasons why you have the best solution for their needs before they have even spoken to you on the phone. This means you'll not only generate leads but they'll be qualified leads that will help with lead to sale conversion rates.

Another name for this type of marketing is "Welcome Guest Marketing", because you end up being an invited guest instead of a cold-calling pest!

I will now go through 5 steps to setting up an Information Marketing campaign...

Step 1: Choose a Niche Market

The first step you need to do is to find what niche market you are going to target. If you create your information product to target a narrow niche market you will find that you will get a bigger response than if you target a broad market.

Here's the difference between a 'Broad Market' and 'Niche Market...'

Broad Market 'People who are looking at working part time for themselves'

Niche Market 'Women who want to be 'stay at home' mums who want to generate a side income while taking care of their children'

See how the second one is much more specific?

If you have done the research in the first section of this report, you should already have discovered what niche markets are best to target for high marketing response.

Step 2: Create a Report

The most effective name to call your information product is a 'Report'. There are sound reasons why you should call it a report over a brochure. The word 'brochure' sounds like some promo-material where as a report sounds far more

useful and informative. Something as simple as calling your information product a 'Report' can instantly add value therefore increasing the amount of leads you will generate. Now, if you're an industry expert, you should have a wealth of information that can help your niche market.

Step 3: Choose a second offer

If you are a salesperson you will understand that at the end of a sale presentation you need to 'Close the Sale'. At the end of your information report you will need to not close the sale but 'Close the Lead'. You need to do this so you can convert prospects who order the report into prospects who want to come into contact with your business.

You can do this by offering the prospect a second offer to contact you that is perceived to have value.

Here are examples....

- FREE Consultation
- FREE Presentation
- FREE Audit & Report
- FREE Seminar
- FREE Analysis & Report

The key to making this type of marketing work is by getting a copywriter to write effective sales copy to do the 10% sell and an effective 'call to action' to close.

Step 4: Set up an order system

Once you have a healthy information report you then need to set up a way for people to order it. The most cost-effective and efficient way of doing this is by offering it from your website.

You can do this by offering an 'Ethical Bribe' offer on a landing page. An ethical bribe is where you say, "If you want this report you need to leave your details so we can send it to you".

"The good thing about taking the Ethical Bribe approach is that you will obtain their details so that you can follow them up."

Remember to convert your information product into a PDF file so people will be able to download and print off a copy to read. You will find your prospects will print the report, write all over it and then bring it to the appointment.

Step 5: Advertise Your Report

Once your report has been created and set up ready for people to access on your website, you will be ready advertise it to people in your target audience. A very successful way of doing this is by placing a display ad in a targeted advertising medium. The key to making this work is by using a professional copywriter to help you write an ad that will generate a high level of response.

Once you have done all this, your ad will drive people into your website so they can order the report. The more people who order the report, the more leads you get; the more leads you get, the more sales your business generates.

“Setting up an information campaign will generate you more qualified leads than you have ever dreamt possible.”

The key thing to do here is set up an automated information marketing system. This can be a very extensive process and should never be developed with a rushed approach.

One of our marketing consultants can help present the strategy and system that will be best for your niche market. If you would like to speak to a Marketing Consultant we recommend you invite us to conduct a FREE Marketing Analysis (\$297 Value) on your current methods of advertising. This Marketing Analysis report will reveal turnkey information on a marketing system using the information marketing principle. To discover more simply visit www.respondedriven.com.au/marketinganalysis.



Marketing Secret Number 6

“Discover how to turn a list of cold prospects who don't know or trust you into a group of hot buyers who are eagerly lined up and practically begging to meet with your salespeople - WITHOUT picking up a phone”

Let say...

...you went to a supermarket on Christmas day and while you were in one of the aisles you started a conversation with a stranger. If you invited that stranger to come over your house that afternoon for Christmas dinner, how do you think they would respond?

They are going to think you are little weird, aren't they?

But if you went home that afternoon and invited your next-door neighbours who you see on a regular basis, they will probably say 'yes' to your offer depending on their plans. Why? Because they know who you are and because of this they trust you.

“There are too many businesses asking strangers to come to Christmas dinner with them!”

Let me explain what I mean.

Too many businesses are high-pressuring potential buyers to buy something or make an appointment over the phone; being too familiar with people that don't even know or trust them!

Don't you find it irritating when a telemarketer gives you a call to buy something? So do the other 99% of Australians out there! Most people don't like telemarketers because they don't know them or trust them.

In this Marketing Secret I'm going reveal how to turn a list of cold prospects who don't know or trust you into a group of hot buyers who are eagerly lined up and practically begging to meet with your salespeople - WITHOUT picking up a phone!

This type of marketing is called...

'Direct Mail Marketing'

This type of marketing involves getting to a targeted list of prospects via the mailbox rather than irritating them over the phone. A lot of marketing companies do direct mail campaigns but in this report I'm going to reveal to you the newest and most cost-effective way of doing it. I am amazed by the fact that not many

Australian businesses have caught on to this undiscovered secret I am about to reveal to you.

Before I reveal this secret, you are going to have to think about where you are going to get the targeted list of prospects from that you want to turn into hot buyers.

In direct mail there are three types of lists...

Direct Response List:

These are lists that have been pre-compiled by companies for marketing purposes. All you need to do is find a list that has the same target audience as yours. One way of getting your hands on one of these lists is by using a trustworthy list broker.

If you are a good negotiator you may be able to find someone who has a list with a similar target audience as yours. If this is so, you can market through their list.

Compiled List:

These are lists that you compile yourself from telephone, business and industry directories. If you create a list yourself, you can target exact streets and types of business you want to reach. The two downfalls of compiling your own lists are that it can be a very time consuming task and you don't get the decision maker's name.

House List:

A house list is compiled from your database of previous clients who have purchased from you.

“Market research has shown that it’s 6 times more expensive to generate a new client over re-selling to an old one. This is the reason why you need to invest as much as you can in communicating with your own clients.”

Most companies that do direct mail campaigns normally send out full colour brochures to their list of potential buyers. This can be an awfully expensive way of doing direct mail due to the fact printing costs can be extremely high. Why send a brochure to a whole list of people when only a small percentage is going to buy?

Instead of doing this there is now a much more cost effective way of turning a direct mail list into a group of hot buyers. This is the undiscovered secret of direct mail marketing...

The Humble 4"x6" Postcard

You see, your website can be your main tool to educate, pre-excite and qualify a prospect. All you need to do is get them there!

A responsive-marketing postcard can go into your prospect's home and present himself. Once this little guy captures the eye of your prospect, it can tell that person to jump onto your website to find out more about your offer.

Postcard marketing follows the short-copy model. This model has less of a message on your piece of mail to reduce print costs and use your online media as the main educating and qualifying tool.

Here are 5 reasons why postcards are far more effective than standard Direct Mail methods...

- **Naked Mail:** They are 'Naked Mail' – people don't have to open an envelope to read the message - and that means more readership
- **Mini Billboard:** It's like sending 100's of little billboards to people's homes; it means you can capture people's attention with an impacting graphic
- **Personalisation:** Most people throw away junk mail but they *won't* throw away a personalised postcard
- **Cost-Effective:** They are extremely cheap to produce (think about what's more expensive - a 10- page high gloss brochure or a 4"x6" postcard)
- **Call To Action Website:** If you can't fit all the information on your postcard you can direct them straight to a website brimming with effective copy, photos and testimonials about your products or services.

I will now reveal to you 9 points you need think about when running a postcard marketing campaign...

Point 1: Impacting Billboard

As I quoted in Marketing Secret 2 of this report, market research has shown that 80% of the success of an ad comes down to the headline.

This same principle applies to the billboard side of a marketing postcard. It doesn't just come down to the wording but the picture as well. If you get an impacting photo with an interest-grabbing headline you're on track for a successful postcard marketing campaign.

Point 2: Personalised Message

“One of the best things about sending postcards to a marketing database is that you can personalise each postcard.”

By somehow having the name of the prospect in the design of the postcard you will be able to get instant trust, therefore resulting in a bigger response from the campaign.

What other fields you can personalise to generate a higher response? Business Name, Suburb? The more personalised you make the postcard, the more marketing response you will get.

Point 3: Target a Need

In the message section of the postcard it's a wise idea to target the prospect's major need because it will motivate them to respond to your offer. People only get motivated by the promise of the fulfilment their needs. So that's why it's essential to target your prospect's needs on your postcard.

Point 4: Compelling Offer

The main way to motivate people to respond after reading the postcard is to display a compelling offer. Your postcard may look great but if it doesn't have an exciting offer on it people will not respond.

Here are a few things you could offer on your postcard...

- **Compelling price offer**
 - o Two for One
 - o Special Discount
 - o Percentage Off

- **Valuable 'How To' information offer**

- Free Report
- Free Access to Special Area
- Free Webinar

- **'More Information' offer**

- Free DVD
- Free Web Access
- Free Information Pack

You can use this offer as an 'ethical bribe' to motivate prospects to visit your web site to claim it. The good thing about using an ethical bribe is the fact you will be able to capture your prospect's details and put them into a sales and marketing database for continual follow up.

Point 5: Call to Action (CTA)

People forget about 'junk mail' very quickly so you need them to make an immediate response to your offer. The best way of doing this is by displaying some form of 'call to action'. A call to action is where you clearly display what action you want people to take so they can take advantage of your offer. When displaying your 'call to action' it's important to create some form of urgency so people act straight away.

Point 6: Online Salesman

Due the fact you can fit hardly any content onto your postcard, you need your website to be your main point of sales. Your website is the tool you use to qualify your prospects for your products and services...

Your web site could include...

- Sales copy
- Testimonials
- Photos
- Audio and Video feature

** Refer to Marketing Secret 4 for more information about how to create an online salesman.*

Point 7: Postcard Creation

OK, so you know what photo you want on the billboard part of the postcard, what text to put in the body of the message, what offer you want to use and the call to action you'll use. Now you need to get someone to design it. This is done by giving to a graphic artist to turn it into a postcard that fits with in Australian Post specifications.

Point 8: Postcard Mail Outs.

Once you have created a response driven postcard, you need to custom name and address it to people in your database. Simply give your named and addressed postcards to Australian Post for mailing to your direct mail list.

Point 9: Frequency over Reach

Postcard marketing is only effective if you apply the principle of frequency.

“This principle is based on the fact that the more often your prospects see the postcard, the more chance there will be of them responding to your offer. Market research has shown that ads are only effective after the third time they are displayed.”

So, instead of sending 600 postcards to a list of 600 prospects, you should send 200 postcards a minimum of 3 times to 200 prospects if you want to get a higher response.

If you send effective marketing postcards to a quality list of prospects, you will bypass any need for cold calling. Once again, there are important aspects to running a postcard campaign which can determine the results you receive from the campaign.

One of our marketing consultants will help you discover the best strategy for an effective postcard campaign. If you would like to speak to a Marketing Consultant we recommended you invite us to conduct a FREE Marketing Analysis (\$297 Value) on your current methods of advertising. By conducting this Marketing Analysis, we can create a report to reveal a tailor-made strategy for your postcard marketing success. To discover more simply visit www.responddriven.com.au/marketinganalysis



Marketing Secret Number 7

“Discover how to add those special marketing ingredients to your current advertising efforts; to give you an explosion of sales and profit”

Isn't it the most frustrating thing to spend 100's and 1000's of dollars on advertising only to realise it was a waste of money because it generated little or no result?!?

You might be a successful business owner and even an expert in your field but does that mean you know exactly how to effectively market your products or services? I cringe when I read the newspaper, listen to the radio or watch T.V. ads because **so many businesses waste huge amounts of money on ineffective advertising**. Just because you are an entrepreneur does not mean you are the world's best marketer. You need an expert to reveal how you can get more Return On Investment (ROI) from your advertising budget.

Maybe you are a new business looking get your first few customers, maybe you're a consultant who needs ten new clients or perhaps you direct a company and need something to give you the ability to grow. Whatever situation you're in - you need a marketing expert, an advisor, an accountant of marketing.

“You need someone who can cut through the marketing theory and rubbish; someone to show you exactly what does and doesn't work...”

...so you can generate sales and grow your business. We are living in tough times. Rising interest rates and petrol prices will mean an economy where people are tight with their money. People will spend less and less on products and services. The days of starting a business and surviving just from word-of-mouth advertising will be over.

The only way your business will survive this next generation is if you have the right marketing systems in place to attract new customers and clients. Anytime you want, even if you're on a tight budget.

Throughout this report you will have discovered the 6 marketing secrets designed to work like magic ingredients that can be added to your current advertising efforts. Once these ingredients have been properly added to your marketing and advertising campaign, you will **experience an explosion of enquiry calls, sale leads and walk-in's into your business**. The question that may come to your mind might be...

“How can I use these marketing ingredients to get the highest possible response from my advertising investment?”

I will now **reveal to you the final secret of this marketing report – *You have a rare opportunity to access FREE advice*** from a marketing expert with a track

record of helping Australian business owners get amazing results from their marketing and advertising budget!

I'll reveal to you *exactly* how to apply the information you have discovered in this report to your current marketing efforts. I want to offer you the opportunity of an expert analysis of all your marketing efforts *and* show you exactly how you can improve and enhance your current marketing strategies. This offer is for my **FREE Marketing Analysis & Report (\$297 value)**. Once I have completed your marketing analysis, I can report on how we can use these 'secrets' to improve the effectiveness of your marketing.

“A smart business owner understands that he can't do everything himself...”

...he is not a 'jack of all trades and a master of none'. With my expert knowledge and experience in direct response marketing, I can help you go through the marketing strategy 'tool box' and show you what will and will not work for your business.

The key thing I would like to help you gradually implement is the **creation of your own automated marketing system**.

What does the acronym 'S.Y.S.T.E.M' mean?

The acronym 'system' means – **Save Your Self Time Energy (and) Money**. Business owners love systems because they know (like formulas) they will work time and time again. I can help you create and develop a system that will help you generate a high return from your advertising investment. A common problem that many business owners experience is the outlay of money on advertising without effective online and offline marketing systems. If the right systems are not in place your advertising will end up being a complete waste of your time, energy and money. If the right systems *are* in place, it's a different story. The business owner will have confidence in his advertising campaigns, getting amazing results instead of throwing money out the window. This means...

...while you and your sales people are busy getting new sales and clients, your automated marketing system will generate you new qualified leads, enquires for you to sell.

This is why I would like to offer you my FREE Marketing Analysis & Report (\$297 Value); to show you how we can add these ingredients to your current marketing efforts. You want to get RESULTS from your advertising campaigns!

When I conduct this Marketing Analysis I will go through your...

- TV or Radio Ads
- Magazine and Newspaper Ads
- Yellow pages Ads
- Direct Marketing Campaigns
- Brochures
- Web Sites
- Your marketing ideas and plans

In doing this, I can find out more about your business – your key messages, your target audiences, your market needs and the products and services you offer. This will help me to understand what you do and how you communicate to your market. From there I can report on how to take what you have started to the next level...

After I have conducted the Marketing Analysis on your current marketing efforts, ideas and plans, I will even give you a FREE Report which will reveal how I can improve your current marketing efforts.

This FREE Report will reveal to you....

Potential Niche Markets: The biggest bang from your buck is going to be from targeted niche markets. This report will reveal **how you can more effectively target your niche markets.**

Copywriting Strategies: Copy is king! If you don't have effective copy you will not **generate results from your marketing.** This effectiveness report will reveal how copywriting strategies can be applied to your ads and website so that you can **get better results without increase your advertising budget.**

Website Traffic Conversion: Is your website making you money? A lot of businesses have a website but not many have a website that actually sells. I would like to reveal exactly **how effective your website could be at converting more traffic into more qualified leads, enquiries and sales.** We can even look at ways you can generate more website traffic for your website to convert.

There is no catch! I am willing to do this Marketing Analysis & Report (\$297 value) for FREE, without obligating you to use any of my other marketing, consulting and copywriting services. If you indicate to me that you are responding to this marketing report for a Marketing Analysis, you will have my guaranteed personal expertise – not another marketing consultant.

I am not one to talk in the language of 'marketing theories and ideas' but rather, I help present and implement tested and proven strategies that generate results...But don't believe me, listen to my clients...

“Here is the proof that these marketing strategies work!”

“Since he has helped us we can now generate 25 sales for the same amount we were spending on the T.V. advertising - he has increased our advertising response rates by 733%.” Paul Taylor – Direct of Toowoomba Home Loans

“The same month we began the campaign, we discovered that our sales doubled.” John Hitchen – Director of Appliance Gallery

“I couldn't believe it, one strategy ended up generating 22 leads in less than a week. The phones wouldn't stop ringing, it was amazing!” Dan Murphy – Director of 1770 Developments

“Jordan helped us apply a few of his copywriting secrets to one of our direct mail campaigns – that weekend we saw a 427% increase in company sales.” Ian Eaton – Director of Bliss Garden Giftware

These are only some of the positive comments from my satisfied clients, the proof that I can help you to grow your business.

Some business owners have said to me... **“These types of marketing strategies don't work for my type of business”** – that is a load of rubbish. Why? Because I have seen these strategies works for \$2 to \$5 million products and services throughout a wide range of industries. There is no reason why you should not respond to this free Marketing Analysis & Report offer; you know, I am ready to speak to you as soon as we make our first appointment. Don't put this off! The quicker you respond to my offer the quicker I can help you plan how to generate new customers and clients so that you can grow your business sooner than you ever expected to. Go to the website below and fill out the form so that I can contact you immediately.

www.respondedriven.com.au/marketinganalysis

Yours sincerely



Jordan Mullen
(Strategic Marketing Consultant and Director of Response Driven Marketing)

P.S. What do you have to lose? I'm willing to do this Marketing Analysis for FREE and I will not obligate you to any of my other marketing services. You will

be getting all this free, useful, profit-making advice at absolutely no cost or obligation!

P.P.S. What is so special about this offer is the fact you will be getting my expert knowledge and experience in going through your marketing – not one of my other marketing consultants. Be quick though! **I will only be able to offer this FREE service to the first few callers for this new report.**