

*Ashish Pawar's*



SECRET STRATEGIES TO  
SUPERCHARGE ANY BUSINESS OR  
SALES CAREER



# Don't Forget To Follow This...

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## Midas Touch Marketing TRACK – 1

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On this first track we are going to talk about one of the most exciting marketing strategies of all, stimulating word-of-mouth advertising. Word of Mouth advertising is the most powerful effective type of advertising that there is, but it's the only kind you can't just buy from any shop, it has to be created, stimulated, and nurtured with truly creative techniques. Most businesses take whatever word-of-mouth advertising they get and are happy with that, but I am here to tell you that you can exert a considerable degree of control, over this type of advertising and marketing. The reason that word-of-mouth advertising is so valuable is simple, *there is nothing you could ever say about you, no matter how well you say it, can have as much impact and incredibility then some third party says about you.*

Also, there are some things you can't just simply say graciously about yourself that others can say. Artificial word-of-mouth advertising is still the most effective form of TV advertisement it's called 'Slice of Life' (means what ordinary life is like) and you are very familiar with it. These TV ads shows a scene with one ordinary person telling a friend or associate how good a product is – movies, food, laundry soaps, mobiles, laptops, and hundreds of other products and services are still sold this way. Far better though is real word-of-mouth advertising and there is a single basic secret to stimulating a high rate of word-of-

mouth advertising and here is the secret:

**find ways to do what you do so well and so uniquely that your customers cannot resist telling lots of other people, about it.**

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This principle can be implemented in many forms, for example cleanliness or attitude or authenticity. When first-time visitors to Tirupati Balaji was surveyed and asked what sticks in their mind most about their visit to Tirupati Balaji besides lord Balaji fulfilling their wishes and the overwhelming number one answer was the cleanliness of the temple, and the number two answer was the authenticity of the environment. Tirumala Tirupati Devasthanams or TTD marketing pros understand how to translate this into real life. Mahesh and Geeta goes back to their hometown and tell their friends, you can't believe how clean the temple vicinity was. Then four more families from their hometown put money together and come to visit Tirupati Balaji. Because at TTD they understand this, temple cleanliness is marketing, not just maintenance, they use this to stimulate referrals.

Any business can also find ways to stimulate referrals and to stimulate word-of-mouth advertising often by doing things that should be done anyway. In a retail type of businesses excellence and creativity in the store environment and in

customer service are most likely to stimulate referrals. I know an ayurvedic doctor for example who 10X his practice in just 24 months without increasing his external ad budget by even a rupee. He identified seven hundred different things to change in the office environment and in patient communications and those changes were responsible for developing a very high level of word-of-mouth advertising.

Now this brings up a very important vitally important theme that should be behind all your marketing efforts.

## **Little things mean a lot!**

Think of it this way, if you throw one tiny little stone at a window you probably won't shatter the glass but if you sodder a couple hundred of those little stones together into a ball now that will shatter the window. When working to build and improve a business don't waste a lot of time looking for the one big magic marketing strategy that will make all the difference in the world. Instead find a lot of little things that can be improved. Added together little things have big impact.

Another way to stimulate referrals is by having direct contact with your customers that is by staging events where loyal customers can come in and are motivated to bring their friends to you. A restaurant has an annual anniversary party

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with huge tents in the parking lot, free food, and free entertainment. Close to the public but open to their customers and guests invited by their customers. A motivational speaker I know who host his birthday party each year with a buffet and an orchestra band. Open to all of his customers and any family members or friends they wish to bring. Another doctor uses the same idea with an Independence Day bash held in his own building each year.

But there is still another way to stimulate referrals and that is to...

## **SIMPLY ASK FOR THEM!**

**many business owners and executives, professionals, and even sales people have all sorts of mental hang-ups about asking for referrals.**

However, most of those hang-ups are invalid and I find that those who ask, get!

Now here is a secret about customers or clients who refer, they can be worth a great deal money to you. Understand that the person who refers once, can and will refer many more people many more times, if motivated to do so. Once a customer or client has referred someone to your business then that source of referral should be worked on like the way

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as if you are buying gold. You should know that massive research by major to direct sales companies and organisations indicates that the average person has an immediate circle of influence of 52. 52 other people, the typical executive for example knows about fifty other people at a similar executive-level in his own are closely related industries.

This number tells you that each customer or client who comes through your business could bring you as many as fifty other customers or clients. You should also know that the research shows that the average satisfied customer only tells 3 other people about the satisfactory experience. Moving that person from telling 3 to telling 50, does require some definite action on your part.

***That action needs to focus 'on the giving of recognition and appreciation'.***

When a satisfied customer sends someone to you the customer should immediately receive some recognition and appreciation, possibly a quick thank you note or telephone call, that's bare minimum. This should happen right away, subsequently some type of thank-you gift is usually appropriate and effective. I have seen businesses and sales people sending cookies, books, clocks, binoculars, calculators, small electronic items, knife sets, caps, t-shirt, pens, and all sorts of things.

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I recommend you gift something that you do not normally sell which means any of your products (or anything else) and a different gift each time the person refers you will really be amazed at the positive results from this kind of action. You would also be surprised incidentally at the negative results of not doing this. The client who refers once and fails to get recognition and appreciation will probably never say anything to you but to himself and often to a friend and associates he does say, *"can you believe it, I sent that guy a customer and never got a thank you"* and then he never refers again.

Again, it's interesting to know that the basic success principal often discussed in personal development context is also a marketing strategy it's called 'the attitude of gratitude'. If you want to even more directly stimulate referrals from your customers and clients, you might want to consider the second party gift certificate idea. Here is how this works, you are satisfied regular customer of a clothing store, the owner of the store says to you, *"Rahul I am sure you know, that most of our customers come as a referral from other customers and we appreciate that and try to encourage it. This month we are doing something interesting that you might want to help us with and be able to do a favour for your friends too"*. The store owner then gives you a ₹500 gift certificate, this certificate is only valid if you send this to your friends address and they come to the store.

This idea works extremely well for just about any kind of retail business, service business, home products business, restaurants, stores (of any kind), beauty parlours, pest control

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companies, and so on. You use this idea; you will again want to follow it up with recognition and appreciation to the customer who does pass along a coupon that is ultimately redeemed by a new customer.

A variation word-of-mouth advertising is what I called "testimonial marketing". The best way to explain it is with some examples – the best insurance agent I have ever met is Manik Shah with Life Insurance Corporation of India right here in Borivali. This guy is a true professional in every sense of the word he is knowledgeable, competent, a skilled listener, is able to exert pressure without being offensive, and has many other great sales skills but his most impressive attribute, is his Mastery of Testimonial Marketing. When you go in and sit down in his office you will find a typical insurance salesman cubicle, a little desk, a couple side chairs, a rather sticky tiles, just what you would expect. But the walls in Manik's office are covered top-to-bottom, side-to-side with instant photos of Manik's customers holding their policy bond papers. Each photo shows the happy and satisfied customer. As you look at hundreds of these photos on his walls you can't help but notice two things, first you probably see someone you know or know of and second the photos have dates on them and you will see some customers have multiple photos, years apart photos with their new policy taken in 1960, then again in 1965, then in 1970, and again in 1980. These pictures are worth thousands of words and an evitable reaction to all these is, people can't be wrong, and these people wouldn't keep coming back to Manik if they weren't treated well. Right!

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The same idea is taught and demonstrated by Ira Hayes former Top cash register salesman for NCR and today is a superb motivational speaker. Ira carried big laminated photos of happy customers next to the new cash register machines when he made a sales call. I have taught this same idea to many of my seminar and workshop participants and know that those who use it get great results. In their offices you will find giant Scrap Box filled with photos of their happy customers.

Self made mutli-millionaire W Clement Stone use this exact tactic to build huge insurance sales organisation from scratch beginning in the great economic depression. His reps then and still today enter a business and start selling by flipping through page after page after page of list of other area business people who bought their insurance programs.

In my business Speaking and Consulting, testimonial letters and comments from satisfied clients are the most valuable selling tools possible. You need to carefully consider how you can collect testimonial type evidence of customer satisfaction and then use that evidence to attract and motivate other customers. There two specific applications of this idea I suggest you think about it.

**Number one 'Geographic Target Marketing' and number two 'Customer Category Target Marketing'.**

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Let's use a jumbo xerox shop is an example for both types of testimonial marketing. A xerox shop happens to have two architect firms as loyal regular satisfied customers, here would be the astute extension marketing strategy – prepare sales letters to all the other architect firms in the area, showing and telling that we have these architects as satisfied customers. The sales letters might include pictures of those architects, comments from them, and the list of the types of work being done for them. That would be Target Marketing by customer type, one architect leads to another.

One of the astute sales trainer I know of, teaches sales people about this process and about referrals with this analogy – how do ducks go in water, one behind the other.

Now let's say our jumbo xerox shop also has several loyal regular satisfied customers with stores and offices in the same building. Let's say Borivali-West station area and the astute marketing strategy would be to contact all the other tenants of the Borivali-West station area and show and tell about the satisfied customers that they have there.

Your prospective customers and clients can best judge you and can be motivated to judge you by the customers you already have. Most businesses use this third-party influence factor far less and far less effectively than they could and should. I urge you to constantly look for ways that you can utilise the influence of your present customers to attract additional customers.

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**An extension to this to personal selling by the way is that stories sell and facts only tell.**

If you are involved in person to person or group selling situation you will improve your closing effectiveness by telling more third party stories. Now which is more effective, me telling you that 2617 businesses purchased this program, which is a fact or telling you a true story about Prem Sawan in Mumbai who was in the same business as you and bought this program and doubled his business and 90 days by implementing the word of word-of-mouth advertising system. Most people will be moved more by the story than the fact. *"Stories Sell, Facts Tell".*

There is just one more argument incidentally in favour of valuing your customer – by staying close to the customer; by knowing your customers you gain stories and testimonials that are useful in selling successfully. Stimulating word-of-mouth advertising, stimulating referrals, and using testimonials effectively are exciting and effective marketing strategies. In most cases you have opportunities to use these strategies with a very small cost compared to most other marketing methods. I personally know of many businesses in many different fields that have effective, dynamic, and dramatic increases in sales using these strategies.

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One of the big dangers in attracting new customers is spending so much in the pursuit of them that you win the game and still lose money. I call this lazy passive advertising and marketing, like having hoardings and running ads is expensive it's important to balance. But expensive advertising you do with much lower by using these strategies.

There is even one more virtue to attracting new business from referrals and the use of testimonials, the referred customers are most likely to become a source of more referrals as you got that customer as a result of a referral, so he has already been conditioned to refer. The client who is motivated to do business with you as a result of other's testimonials is most likely to give you a testimonial letter or comment you can use. The more you use these strategies the more profitable your business will be.

Now let's go to track 2...

## Midas Touch Marketing TRACK – 2

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I am not a great fan of the Indian Postal Service overall there is no doubt in my mind that it is a poorly managed, inefficient, financially-troubled operation, sadly in need of reform. But in spite of all these faults, that system gives you a powerful and effective sales force at a bargain price. Using the postman as your salesman via direct response advertising is a great bargain and one of the most effective marketing strategies available to most businesses, today.

**Direct Response Marketing gives the market tremendous control over the sales process.**

- ⇒ You can do Direct Response Marketing cost-effectively in relatively small quantities.
- ⇒ You control who gets your marketing and who does not.
- ⇒ You can also control to a great degree when can they get it.
- ⇒ You can test and evaluate a promotion very inexpensively before committing a big budget.

There really is no other media that gives you all of these advantages for the delivery price, of a postage stamp. There have been many studies done to determine the average cost of sending a sales rep out to make a personal sales call or



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making a telemarketing call. My observation is that the bigger the company is the higher the cost but even in a well-run cost-efficient situations these marketing methods can easily cost from ₹1000 to ₹3000 or more per prospect contacted, at that cost they are not the way to prospect for new business.

Advertising in newspapers and trade magazines, radio, TV, and cable TV also has a cost factor problem. Mammoth waste! When you buy this type of advertising you are paying for distribution outside your market area, copies that never reach readers, and circulation that has no possible interest in what you have to offer. Most business can benefit tremendously from the more controlled, targeted process of direct response advertising.

On this track, I want to give you some insight into the three aspects of success in Direct Response Advertising and introduce you to the two most common most successful accessible formats you can use in Direct Response Advertising. The first of three stepping stones to a successful Direct Response Marketing campaign.

**First is buying or development  
of the right list of prospects.**

Since the main virtue of direct response marketing is targeting to specific prospects, it makes sense that the selection of

those prospects will have a great deal to do with the success of the whole process. Most experts agree that list selection has a 40% to 50% impact on the overall effectiveness of direct response marketing. In selecting a list, you must target people who have (most likely) an existing interest in what you have to offer as well as some things in common with your present good customers. These commonalities might be found in age, gender, occupation, income level, neighbourhood or geographic area, credit card ownership, family size, magazine subscribe to or any number of other data. These factors that we have just discussed are called 'demographics', and the vendor where you are buying your list from can be incredibly helpful in finding or compiling a list of people who can form to your set of desired demographics.

In business-to-business marketing the same process is available, list of companies can be obtained by size, sales volume, asset value, number of employees, type of business, geographic area, magazine subscribe to, credit rating, and other factors. List of executives, owners, sales managers, personnel managers, purchasing agent, stockholders, and secretaries are also readily available.

List selection can be as simple or sophisticated as you need or want to make it. So, let's say if you are an owner of a 3-star restaurant then might want to get a list of homeowners within a 50-kilometer radius of your restaurant, who have at least one bank credit card. A private aircraft manufacturer might want to list of corporate officers and business owners with net worth in excess of ₹73,00,000.00 all across the country.

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**As a rule, the more the demographic factors you can use in controlling the list the costlier is the list and to a great degree extra money spent in narrowing down the list to fit your desired factors, is the money well spent.**

Let me say that again, as a rule, the more the demographic factors you can use in controlling the list the costlier is the list and to a great degree extra money spent in narrowing down the list to fit your desired factors, is the money well spent. List selling companies can be found in your local area by calling Just Dial.

But I strongly recommend that business owners and sales people must compile their own list, you should maintain an up-to-date list of all your customers and clients and doing a direct response advertising to them can stimulate additional business, introduce new products and services or promote sales or special offers, you can also build prospect list of your own in many different ways if people call your business for information your staff should be trained to get the caller's name, phone, email id, and address for the list. If you participate in exhibition at trade show or consumer shows you might use a free lucky draw or some similar methods to

obtain all the attendees name, phone, email id, and addresses, you can also compile your own list from telephone directories, Chamber of Commerce directories, association directories, and other similar sources.

The list or lists selection is just the starting point of the Direct Response Marketing process. Then second comes

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### **the development of a matching offer.**

The offer you make in a direct response marketing package needs to be carefully thought-out and matched as closely as possible to the interest, needs, and motivations of the list and

**as a general rule of thumb, the more specifically you match the offer to the list are the higher the response rate.**

Here are two simple examples to help you understand this idea – example one, a sporting goods store sends a brochure about his upcoming sale on bats, pads, gloves, and other cricketing equipments to every resident in his store's

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neighbourhood. His offer maybe great 25% to 50% discounts and a free gift for everyone who comes in, but his response will still probably be very low because of a high waste factor in sending those brochures. Let's say that store sends 10,000 brochures and as few as 15 to 25 people may come in the store. A response rate of 1½ of 1% or slightly worse. But that's deceptive because of the waste factor of the 10,000 brochures send to residents only a thousand of them may be interested in playing cricket if that's true and 15 people come in that may represent 1½ per cent response rate which is usually acceptable.

Example two, the same sporting goods store sends the exact same offer as we spoke about in example one but he the only sends 1,000 brochures to a list of people in his store's neighbourhood who are subscribers to Cricket Today or Sports Business magazine.

In example two, the sporting goods store list acquisition cost will be much higher than in example one.

In example one the resident list may cost only ₹35 to ₹45 per thousand names, ₹350 to ₹400 for the 10,000 names.

In example two, the list may cost a ₹200 or even ₹400 for just 1,000 names and in example two the cost of printing the brochures will go up dramatically per unit.

In example one, the 10,000 brochures may cost only five rupees each. ₹50,000 in total.

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In example two, the thousand brochures may cost ₹15 each. ₹15,000 in total.

However, in example two, the sporting goods store saves almost ₹35,000 in postage by removing the waste factor out of his campaign. Overall, he spends about ₹35,000 less with this sophisticated approach than example one and gets the same results as he would with the costlier, less sophisticated in example one.

Most small businesses and many big businesses waste substantial sums of money by taking the less sophisticated, easier approach. If a typical small business, like the sporting goods store conducts just four Direct Response Marketing campaigns a year and there is a ₹35,000 differential available each time, that's ₹1,40,000 a year, that can be either wasted or saved. ₹1,40,000 is a lot of money to a small business.

Part of the magic of this sophisticated approach is...

**the list to 'offer match'. To be successful you must also develop a very good attractive offer.**

Here are the ingredients that can be used in most offer.:

**NOTES****#1 Something New:**

New products, new services, new prices

**#2 A Sales or Specially Discounted:****#3 A Bonus or Premium:**

For purchasing or even just for coming in the store or office.

**#4 A Gift for Responding:**

Be it any kind of response – a phone call, a store visit or whatever but there has to be a gift.

**#5 A Time Limit:**

On the offer to stimulate prompt response

And the best offer includes all five of these ingredients.

The third stepping stone to Direct Response Marketing success is

**the direct response  
piece itself that you send to your  
customers, clients, or patients.**

So, 1) is the LIST 2) is the OFFER and now three is what we might call the packaging or the presentation of the offer. In Direct Response Marketing piece development, you will

basically deal with:

⇒ FORMATS

⇒ COPY and

⇒ GRAPHICS

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**I want you to understand that it is not necessary or even necessarily advisable for you to engage the expensive services of graphic designers or ad agencies to create your Direct Response Marketing piece.**

I suggest you make the format decision yourself, write the copy yourself, and provide some graphic components yourself, all of which I will help you with during the next few minutes then you can have your piece prepared by a small printer in your area and his computer. An ad agency or a graphic designer may charge several thousand to a lakh of rupees just to design a simple Direct Response piece. Most small and medium-sized businesses do not need to incur such a cost.

Now let's first about 'format', there are two commonly used



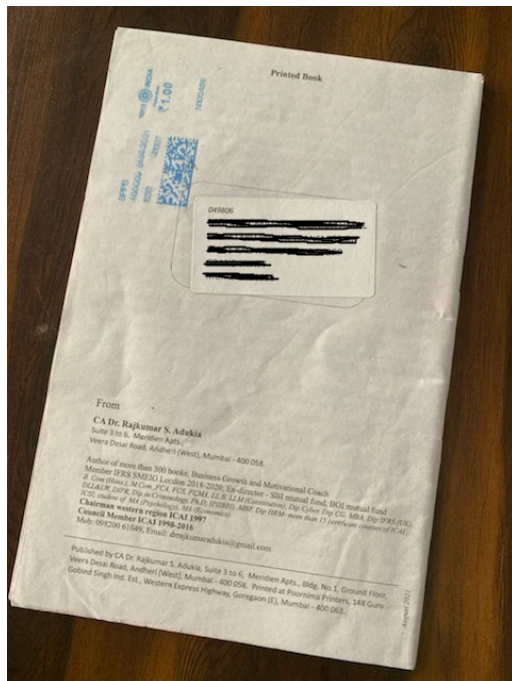
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formats it will serve most of your needs:

### 1) The Solo Piece:

This is a single sheet printed on both sides and half folded or folded in two to self-post without an envelope (check the example below). This is the most commonly used format by small businesses and is the least expensive. If you watch your own incoming post a little more closely for the next few days, you receive several such pieces and you can get an idea of the different things that can be done within the solo format.

Another solo format that is even simpler and less costly is a postcard or oversized postcard (check the example below) this can be very cost-effective way of communicating with your established customer list.



Half folded solo piece

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Normal sized postcard



Oversized postcard

**2) A More Complex Multiple Piece**

This format is a more complex sophisticated multiple pieces stuffed in an envelope this is the kind used by Reader's Digest

and the Writer's Digest, Insurance Journal as well as many other Direct Response Marketers, again watch your incoming post for the next few days and you will be able to collect some samples of this type of piece. Usually, this package is made up of:

- ~ number one – a cover letter,
- ~ number two – a brochure or flyer presenting the main offer
- ~ number three – a separate response device like a coupon that one should carry into the store or an order form to send back and
- ~ number four – some extra sales piece, possibly a page of testimonials from satisfied customers or a flyer on the premium or bonus gift.

Now the theory behind this type of piece is that the odds of something catching the reader's interest are increased drastically by the number of loose pieces in the package. Your choice of formats can be managed by how much space you need to tell your story in the cover letter, cost & budget factors in printing brochure, who you are sending the piece to, and the rupee value on the coupon or the flyer or the order form they need to carry into your store or office.

You then have to write the copy that will present your offer and tell your story. I have written all advertising copy by myself since 2011 and I never had any formal education in advertising I am self-taught through studying the many excellent how-to books readily available and through practice. This is a very valuable skill and I urge most business people

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and entrepreneurs to develop the ability to write good advertising copy.

There are two main reasons for this – first, it's very costly to have your advertising materials written by a good professional copywriter or consultant. To write the copy for a multi-piece Direct Response Marketing package for a client I charge between ₹30,000.00 to ₹50,000.00 and my fees are typically lower than most other well qualified consultants in this field. Second, no matter how much you pay to get the very best outside help, no one can ever have the same feeling and emotion for your business and your clientele that you have.

On the 3rd track of this audio program will go through some specific ideas and guidelines that will help you write effective advertising copy. So far we have just covered: formats and ad copy now let's talk about graphics, a graphic component can be:

- ~ a cartoon,
- ~ a drawing,
- ~ a photograph,
- ~ a border,
- ~ a keyword in your copy in a funny or dramatic font.

Most of these things can be done very inexpensively with what is commonly called 'clipart' in the advertising business.

You can get many copyright free clipart images from the internet or you can purchase credits for such clipart images that appeal to you and you can also build your own collection of clip art over a period of time by cutting clean black and

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white art work out of magazines and catalogues and other company's advertising that you receive and filing it by category as long as the art does not have a registered or copyright information next to it, you are free to take it and use it. Making such files and making this a habit can save you a great deal of money over the years.

There is one last tip I want to give you about using Direct Response Marketing to promote your business,

**a real secret to Direct Response Marketing success is 'repetition'.**

When you are selecting or compiling a list of prospective customers to send your piece to,

**you should think in terms of sending offers and information to that same list three to five times during a 12-month period. Not just once!**

Properly used Direct Response Marketing can be one of the most effective and cost-efficient marketing strategies you will

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ever find for your business.

Now, let's talk about the basics of effective in-print advertising and writing effective advertising copy.

**The first critically important key is the development of effective headlines.**

The headline is the most important component part of any type of in print advertising, it must work or nothing else matters. The headlines are those attention grabbing words that pulls the reader to read the copy.

**Next in importance are the sub headlines that are used to break up long box of copy.**

So, let me explain what I mean by a sub-headline. A sub-headline is text placed under a headline, often with a smaller font, which expands on what the headline says. For example, a headline could announce the launch of a new product and a sub-headline could give more specific details about the product's features.

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NOTES**Next are photo captions.**

Photo captions are marvellous opportunities to make persuasive arguments, people are drawn to pictures and often read the captions beneath the pictures before reading anything else. THE BEST PART: this same basic principle applies to headlines, and sub-headlines.

**First, the headline should promise a positive benefit or ask a provoking question or both.**

**Second, it should convey it's message in 12 words or less and IT SHOULD STAND ALONE!**

That means it should make a complete statement by itself. I will give you a great example to compare all of your headlines to. This headline is a newspaper headline and this is so amazing that it was running continuously. A great indication that it works, here is the headline:

NOTES**“FOOT CORNS GONE IN 5 DAYS  
OR MONEY BACK”**

Good huh! This is a great headline in just eight words that clearly:

⇒ **PROMISES A BENEFIT** foot corns gone

⇒ It strengthens the promise benefit with a **SPECIFIC TIME FRAME** in 5 days

⇒ and it further strengthens the benefit with a **GUARANTEE** or money back.

Your headlines, sub-heads, and photo captions need to be equally strong if your head line does its job it will grab the attention of the reader and motivate him to read more of your offer. This will make the reader get into the copy.

Now here are 14 tips to make sure that your advertising copy works. These tips can be applied to both online as well as offline ad copy, now let's look at them:

## **#1 Translate Features Into Benefits –**



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Don't just give information and assume that the reader will interpret. Example front wheel drive is a product feature on an automobile but in advertising that car it would be a great mistake just to say that and assume that the reader knows why front wheel drive front wheel drive is a desirable feature the advertising has to go on to explain the benefits of front wheel drive. Safety, improve turning, improved breaking, better mileage and so on.

**#2 Write From The 'You' Perspective –**

Don't write from the 'I' or 'WE' perspective. Say that YOU will benefit greatly from the extraordinary durability don't say we build the most durable.

**#3 Communicate Credibility –**

Credibility can be demonstrated with the number of years your business is in, the size of your company, the number of customers served, testimonials from satisfied customers, your membership and influential associations, guarantees, and warranties and all of these things combined.

**#4 Use Of Dramatics –**

You can use dramatics but you should not deceive or misrepresent anything. Here is an example for you 'Victor Kiam, the president of Remington Shaver says in the commercials 'I like this Remington shaver so much that I bought the company', this statement is at least partly true and is a dramatic way of talking about product quality, that's dramatic.

**NOTES****#5 Remember, Story Sell Facts Only Tell –**

Whenever you can use first-person stories, third-party stories about customers and antidotes to make key selling points, do so. Stories sell facts only tell.

**#6 Don't Be Afraid Of Long Copy –**

Ad copy should be long enough to tell your story effectively and persuasively. This gets to convey your message in a manner that your customers, clients, or patients can understand.

**#7 Utilising The Technique Of Double Readership –**

Utilising the writing technique of double readership path, this is really quite simple but extremely important. The idea is to understand and reach both ends of the spectrum of consumer behaviour, analytical behaviour versus impulsive behaviour. The analytical person will read lengthy copy and is interested in as much information as possible, the impulsive person lacks the patience to read lots of copy and wants to get the message quickly.

When you organise your copy and format in such a way that it communicates the important points of your message in only the headlines, subheads, photo captions, and response device so the impulsive person can quickly skim through the message and take positive action.

**#8 Keep Your Copy Lean Not Necessarily Short –**

Watch out for problems that distracts from the sales message if a word or phrase does not advance the sales process why is

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it there. Most copywriters like to edit their rough drafts after a day or two cooling off period, you may want to use the same approach.

**#9 Keep Your Sentences And Paragraphs Short –**

Complex sentence structure or long paragraphs are intimidating and confusing and importantly don't make the common mistake of overestimating the intelligence and sophistication of your readers.

**#10 You Must Create A Sense Of Urgency –**

This can be done with discounts or bonus offers that expires within a certain time period. Or with extra incentives for fast response.

**#11 It's Okay To Compare Apples To Oranges –**

Example this program costs only ₹1099 you might easily pay ₹8000, ₹10000 or even ₹15000 to obtain the same information by attending a seminar and ₹1099 is such a small sum, you might spend that much or more on a nice dinner for you and your wife in a fancy restaurant.

**# 12 Internal Repetition –**

Internal repetition is an important and beneficial technique in a given direct response piece it's wise to make the same several main points, several different times, several different ways and in several different places of your copy.

**#13. The Power Of The P. S. –**

Most direct response copy writing pros agree that many

people skip down to the P.S. on a sales letter and read that first, you can use this to your advantage in two ways:

1) be sure that your letter has a P.S. and 2) to make a powerful interesting, persuasive, statement in the P.S. This also a very good place to present the bonus offer.

#### **#14 Become A Student Of Advertising Copy –**

Study all the direct response advertising that you received carefully and collect those pieces that you find particularly persuasive. Over a period of time you will begin identifying common ingredients in those pieces that you can copy in your own work.

So remember, headlines, sub-heads, and photo captions are the critical attention getting and interest building components of offline and online advertising supported by good effective copy and that's 60% of the success formula.

Now, keep in mind we are still talking about the basics of effective in-print advertising and writing effective advertising copy and so...

**the third part is 'the call to action'  
in the form of a response device.**

#### **NOTES**

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In person-to-person or customer-to-customer professional selling one of the most common reason of failing, *is the fear of closing the sale and the reluctance to ask for the order.* Master sales trainer Zig Ziglar says that asking for the order is what separates the poorly paid professional visitor from the kingly compensated professional sales person, just as closing the sale is a vital skill in face-to-face selling, asking for the desired action clearly is a vital skill in advertising.

Incidentally the experience in effectively closing in-person sales is a valuable asset the same as in creating effective advertising copy – words, phrases, and ideas used in personal selling can be used in print selling. A strong direct call to action in Direct Response Marketing is vital. Tell the reader exactly what you want them to do, how to do it, and when to do it.

If response to your offer is in any anyway complicated you may want to number the instructions – 1, 2, 3. The call to action may appear in several places in the typical direct response marketing package such as the sales letter, the main brochure, and most importantly in the response device.

**A response device is the coupon to be redeemed, the order form, or the reply card.**

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Whatever your response device is, it should restate the basic offer and bonus and presents the call-to-action. You can learn to use these techniques that we discussed on this track to develop effective Direct Response Marketing materials for your businesses, products, and services.

## **Midas Touch Marketing TRACK – 3**

### **NOTES**

On this track, I will run through a little checklist of consistently successful marketing strategies that apply to virtually any business. These seven strategies can help you stimulate new business, increase business from existing customers, and build repeat business. You may not be able to use all of them in your business, but you can certainly use some of them.

### **>1 System Of Frequent Buyer Rewards**

Today, all major airlines, many hotel chains, many coffee shops are using this technique to capture repeat business from their clientele. Here in Mumbai, GoMechanic car washer use the same idea. They issue each customer a yellow little card. After the customer pays for a certain number of washes, recorded on the card, he can then redeem the card for a free wash. The idea of the frequent buyer type incentive is to encourage the customer to return to your business rather than spreading his business around. In order to make this type of incentive even more effective, you can tie it to an expiry date so that the points have to be accumulated and redeemed within a certain time period.

### **>2 Discounting**

Is probably the most commonly used marketing strategy in business. Just about every business in India uses discounts at various times, in various ways. One word of caution about discounting, if it's overused, it loses its effectiveness. The retail furniture industry, for example, is finding, that special this

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weekend only sale type advertising, is losing its effectiveness the more they use it. Also, artificial discounting is very dangerous in the long run, the Indian automobile industry did itself great, apparently permanent damage with artificial discounting so that today everybody knows that the sticker price on a car is meaningless and every price is negotiable.

It's important to have a logical reason tied to a discount opportunity. Otherwise, you are essentially admitting that your regular prices are excessive. Inventory overstock and anniversary, a holiday celebration, an introductory offer for new customers, a special offer on a new product or service. These are all examples of logical, acceptable reasons for discounts.

**>3 The Use Of Premiums**

A premium offer essentially says, buy this, get this free. This is an extremely effective marketing strategy suitable for many different types of businesses. One of the most interesting uses of premiums that I have seen develop as a trend in recent years is the use of premiums attractive to individuals tied to business products and services, such as a free colour TV or DVD player, with the purchase of a certain amount of office stationary. In effect, this type of offer let's the business customer spend tax deductible business rupees for stationary and receive free and a tax free gift which he will use personally in his home.

**>4 Packaging Of Different Products Or Services Together**



This is a marketing strategy usually use to increase the average purchase size in a business.

### **>5 The Sale Of Prepay Agreements**

Are you are familiar with this? In the health, spa, and fitness business, you pay, say, ₹12,000 for a membership that entitles you to use the facilities X number of times or for X length of time rather than paying as you go per visit. The same idea is applicable to many different businesses, and it even presents an interesting opportunity for the small business person to raise operating capital.

With this technique, operating capital can actually be raised from customers by collecting in advance for future business. Let's take a restaurant, for example, the restaurant owner could sell a membership card of 25 dinners, anything on the menu for ₹1599 for 1+1. But if purchased otherwise the average dinner might be ₹1195 or ₹1295 per person, costing the customer over ₹700. So by purchasing this card in advance, the customer saves about ₹700. He can just swipe this card and not have to pay anything. And maybe this card can guaranteed reservations with short notice or get some other perks as well. The restaurant owner, who sells 50 of these memberships collects over ₹79,950.00 without moving a single bone of his body.

### **>6 The Acceptance Of Major Payment Services**

Every business should accept Mastercard, Visa, American Express, Diner's Club, and now the new PayTM, QR Scan, Google Pay, or Digital Wallet (any). Of course, everybody

## **NOTES**

including retail stores and restaurants almost always honour these cards and digital payments, thanks to COVID 19. But just about any business can have such payment options. I have taught doctors, lawyers, hairstylists, and other professionals to accept these payments services and use them to increase their business, implement price increases with less client resistance, and reduce collection problems. This is really a simple thought process. The easier you make it for the customer to buy, and the more payment options you offer the customer, the better.

## **>7 Regular Contact To Past And Present Customers Or Clients**

I think the single most effective marketing strategy that any business can use to build customer loyalty, to retain customers, and to stimulate more frequent purchasing by customers is the publication and distribution of a monthly newsletter. This is an extremely powerful, cost effective marketing method. When you keep in touch with your clientele with your own newsletter, you do all of these valuable things.

Number one: you create a habit on the part of your customers. They expect to receive your newsletter, and they get in the habit of reading it.

Number two: you stay on the top of the consciousness in your customer's mind.

Number three: you can pass along useful information and ideas that your customers appreciate.

Number four: you can continue to demonstrate your expertise in your field.

Number five: you can stimulate word of mouth advertising,

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And number six: you can advertise sales, special offers, new products, new services, new locations, and so on in your own newsletter. Accountants, General Insurance Agents, Dentists, Physiotherapist, Ayurvedic doctors, these professionals have learned how effective this idea is, and many of these professionals put out their own newsletters on a regular basis.

But this exact same idea could be used by many different types of businesses. The beauty parlour could put out a newsletter on skincare, beauty and fashion tips. The restaurant could put out a newsletter on local entertainment, recipes, and shopping tips. The office equipment company could put out a newsletter on management and efficiency tips.

These seven simple marketing strategies can be creatively used many different ways. You might want to use them as sort of an idea stimulant checklist for regularly scheduled brainstorming sessions with your associates. Many businesses benefit from a regularly scheduled, once a month brainstorming and planning session to develop new marketing strategies for the coming month. This is an extension of an important business success idea, the Mastermind Group. If you are unfamiliar with this idea, you should read the classic success book by Napoleon Hill, Think and Grow Rich.

You may be able to use several of these strategies at one time in a given business. I believe it's best to use these strategies in the development of short term promotional campaigns. When you frequently introduce new, different promotions, and

special offers, you keep the attention and interest of your customers, and you keep your own interest in your business high. You may also want to schedule certain promotional campaigns to immediately precede and coincide with seasonal slumps that occur in your business. More often than not, the reason business is slow at a particular time of year is mostly due to management's acceptance of it being slow. Confucius, said, *"dig the well before you are thirsty"*. You can easily overcome an oncoming slump with effective promotion and marketing strategies.

Another excellent source of more promotion ideas is in the book *'How To Get Big Results From a Small Advertising Budget'* by Cynthia Smith, available on amazon in paperback. This book is written in 1973 but the lessons are still valid. So enjoy. I also edit and publish a newsletter, The *"Big Marketing Ideas Letter"*, designed to bring business owners and advertising agencies and consultants a fresh supply of good marketing and promotion ideas all year long.

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**"I Want To Give You My Most Incredible FREE GIFT Ever...  
Designed To Give Latest Marketing Tactics Without  
Increasing Your Marketing Budget And Get You Maximum  
Money In Minimum Time"**

When You Subscribe To "Big Marketing Ideas Newsletter"  
You Get TWO MONTHS Subscription FREE! PLUS, You Get ₹5996.00  
Worth Of 'PURE' Money Making Information

Here is the link <https://headway2success.com/big-marketing-ideas-newsletter/>

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Most businesses have unfulfilled potential to do more business, more frequently with existing customers, and this can be a tremendous source of increased profitability. Hopefully, these ideas will help you tap that potential.

Salespeople, if you employ salespeople or will in the future, you will have Sales Management problems, although I can't give a full analysis of the solution to Sales Management problems with our time together. But there are several fundamental important things we can discuss that will help you have more productive relationships with your salespeople, your distributors or your franchisees. First, you should remember that salespeople are people. There are any number of problems that they can have at various times that will negatively affect their performance and productivity.

Fears and insecurities, laziness, depression, personal and family problems, financial problems, health problems, automobile problems. All these things become factors affecting your business when you market through sales people. This is probably one of the reasons for the validity of the 80/20 principle in sales organisation. This principle says that 80% of the sales come from 20% of the reps and 80% of the problems come from 20% of the reps, as long as it's not the same 20%, you are in good shape and it rarely is.

In managing sales people you will actually be dealing with three distinctly different situations: one, coaching the willing salesperson to Peak Performance, two, trying to motivate the mediocre performer, and three, frequently cutting out and

replacing the poor performers. Let's take the poor performer first. Most managers spend way too much time on the poor performer and too little time with their high performers and most managers postpone cutting the non-performer much longer than they should.

Once an individual has demonstrated his unwillingness or inability to perform effectively in your business, you are not doing any favours on anyone by letting keep the job. In fact, firing this person is the best thing you can do for him. You will probably be more relieved than anything else, and that person will now be free to find another job for himself that's somehow better matched to his personality. It's also the best thing you can do for your own mental health as well as for the organisation. You see, firing an employee now and then in an organisation is a vivid reminder that unsatisfactory performance will not be tolerated.

I have a poster hung on one of my walls that says, "you should never try to teach a pig to sing" means it only annoys the pig and you get covered with mud in doing so. The point is that there are some people burdened with such a combination of negative attitudes and experiences that turning them into winners is much more trouble. A lot of managers time is consumed by the mediocre performers, those doing just enough to give you hope, but not enough for celebration and then there are the high performers producing about 80% of the positive results who are mostly ignored by management.

However, if you are looking for a prompt increase in sales, a

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good way to get it is to divert some attention from the mediocre group to the high performance group. It's much easier to coach a successful person to even better performance than to get a mediocre performer to begin succeeding. The bottom line, though, is that the only real motivation is self motivation.

**You cannot take control of someone else's thinking, motivate them, and keep them motivated purely through your external influence.**

The motivation that helps a sales professional to achieve peak performance comes mostly from within, as a manager or as a business owner you should concentrate on providing an environment and an opportunity where a person can develop that self-motivation and provide good business tools for the top performers to use. Accountability is also important. You need to obtain detailed, frequent reporting from your salespeople that you can analyse to identify strengths and weaknesses and their performance, prospects or types of prospects being neglected; customer service problems; and other situations that you can take action to prevent or correct.

Management's toughest and most important job is the collection of accurate information about what's actually going on out there on the sales battlefield. Some sales managers like

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to use special contest and incentive programs to motivate and reward their salespeople. I think the overall results of such programs are disappointing to management more often and believe I have identified one common error in structuring these programs, many contests and incentives are based on winning the end results like: sales numbers, sales volume, number of accounts, etc.

However, for a contest to serve multiple purposes such as: to motivate, to teach, to affect behavioural changes in the salespeople, it should focus more on the activities that produce desirable behavioural change results then on the results themselves. For example, contest points might better be based on the number of complete presentations made to qualify prospects than on the number of new accounts put on the books.

**One of the best things managements can do for most salespeople is to force their analysis and accountability of time usage.**

Most salespeople waste enormous amounts of time and are notoriously poor time managers. I like to see salespeople log into account for the use of their time, the result is an honest representation of how much of their time is actually being used to sell and to produce results. Often even a small

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improvement in a salesperson's productive time can result in significant sales increases.

Getting salespeople to effectively prospect for new business is often a big problem. *Prospecting is hard work*. It often involves a lot of refusal and rejection and can be very discouraging. If you can develop a company managed lead development program to provide sales people with pre-qualified prospective customer leads. That's the very best marketing strategy. You could have consider newspaper advertising, sending sales letters & postcards, telemarketing, PPC ads, exhibiting at trade show, or a combination of these methods to develop qualified leads for your salesforce.

**But caution, if you do provide leads to sales, insist on reporting of those results.**

Most companies would probably be shocked to learn how poor their follow-up on qualified leads actually is. I kept count last year at some of things that I was interested in. And so I enquired about products or services of over 150 companies all over the country. Surprisingly less than 15 companies, less than 10% of these firms ever followed up with me either by telephone contact or email or in-person or face-to-face meeting.

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**The sad fact, is that most companies will do a better job of collecting prospects than they will to sell them.**

Sales people who are given prospects must be required to report back on the results they get. And if you operate a lead collection and distribution program on a large scale, you need some method of randomly checking with the prospects directly to verify that your reps ever contacted them. If you are dispensing leads to independent reps, distributors or franchisees, and cannot legally require accountability, then I advise you to sell, not give the leads to the marketing people. Marketing through sales people is necessary in certain businesses and desirable by many others. But it does require a great commitment to supervision and coaching.

Now let's review the quick tips for improving the productivity of your sales organisation:

**Number ONE: Cut The Truly Poor Performers**  
don't prolong everybody's agony.

**Number TWO: Coach Top Performers To Do Even Better**  
if you are looking for the fastest results.

**NOTES****Number THREE: Provide The Best Possible Combination Of Environment**

example in tools and resources but recognise that real motivation is self motivation, you will drive yourself crazy if you are accepting full responsibility for other people's actions.

**Number FOUR: Focus On Accountability**

it always improves and most certainly improves performance

**Number FIVE: Help Each Salesperson Gain**

an understanding of how he uses his time and work with him to create some improvement in the amount of time used productively each day. Even small improvements in time use can lead to big improvements in sales.

**Number SIX: Consider Company Directed Program Of Obtaining Qualified Leads**

to furnish to your sales people.

**Number SEVEN: If You Do Distribute Pre-Qualified Leads, Demand Reporting Of Results**

I also caution companies against giving too much marketing responsibilities to their sales force. I do not believe that it is necessary or advisable to sacrifice direct contact between company and customer. The customer still need some communication from the company and some opportunity to directly contact the company, if dissatisfied in any way with the answers, the product, the service, or information the being provided by the sales person. You might want to consider sending company published newsletter or magazine to all

customers, having a toll-free number or a hotline number given to customers.

It's my opinion that regardless of the marketing structure and distribution system that exists between the company and the customer, the company must have access to the customers and the customers must have access to the company.

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## Midas Touch Marketing TRACK – 4

## NOTES

How to be your own consultant is the topic of our conversation for the next couple of minutes. Many a times when I consult with a company, my recommendations are painfully obvious, that somehow you are invisible before my intervention.

**It's very tough to be objective  
and analytical about your own  
business.**

But it's very easy to be that way with someone else's business and that's the basis of consulting. However, there are certain suggestions I can make that may enable you to spot some great opportunities in your own business without the aid and expense of an outside independent consultant.

Virtually every business has unexploited and unfound growth opportunities and unreasonable burdens. Most Consultants who get involved with troubled companies find that each company has a product, a division, a type of customer or a marketing method that is actually costing more than it's worth and should be cut. I find this to be true in most cases, you will want to carefully analyse your own business and the costs associated with each different aspect of the business very

carefully. Often, you can apply the 80/20 idea to your business mix. You may discover that 80% of your profits come from 20% of your business, and that 80% of your problems come from 20% of the business. Again, as long as it's not the same 20% in both cases you are in good shape.

The result of this type of analysis is often a comprehensive redesign of the business. It's difficult, but advisable to be open-minded enough to do this.

**Best lesson learned from the turnarounds of troubled companies is that there is an opportunity for either a product breakthrough or a marketing method breakthrough exists in most businesses.**

The heart of many turnarounds is such a breakthrough. You might look for a new way to package your product or a new type of product or service that would appeal to your existing clientele. Or you might find an entirely new way to market a product or service you already have. We have created a marketing method breakthrough with a new, sophisticated method of selling high-priced multimedia courses. So far, this breakthrough is almost 10 times the retail aspect of our business and promises to be responsible for a huge surge of

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growth during the rest of the year.

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**You need to constantly think about each of the products or services you market and look for another new market for them and another new way to market them.**

Just like what Avon did. I am sure you know about this company if not your wife definitely would, Avon products is a company wrestling with interesting marketing strategy and made changes along these lines. Historically, of course, Avon products have been sold by Avon ladies only. But this approach has produced declining sales in recent years for several different reasons, with more women working in careers away from home and also with more and more better paying career opportunities opening for women. It has been tougher than ever to recruit and retain Avon Distributors. Avon has taken several interesting approaches to these difficulties. For one thing, they have become a direct response marketer with Avon catalogues circulating everywhere and undoubtedly collecting customer names that are collected by their representatives. Recently, they have adopted to working on methods that their distributors can sell Avon products to co-workers at the office rather than in their homes. Today's Avon lady is likely to have a full-time career, and only sell Avon products to make additional income.

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Another strategy that Avon should pursue, although I have no knowledge that they are. If they wish to continue marketing through a sales force is to, first greatly improve the income opportunity available to their distributors. And second, find a way to involve men in their business. So that husbands and wives can work together in a part-time Avon business.

There is an excellent scene in a motivational film titled 'You Pack Your Own Chute' that illustrates the problem with most of our thinking and shows the way that you have to think to succeed. The actor draws a 1 and an X in the sand and challenges a friend to turn it into a six with one line. He tries several possibilities, putting a one behind the X. Finally, she draws an S in front, making the drawing into the word six, a friend disputes saying that you indicated it had to be done with a line. But an S is nothing more than a curve line, it's just that we think of a line as being, straight.

**We need to be able to step outside  
the confines of conventional  
habitual thinking.**

A classic example of the problem, of course, is the railroad industry. They mistakenly thought they were in a railroad industry, instead of seeing themselves in the transportation industry. What business are you in, as your business grows and prospers, you will probably redefine that business many



times. McDonald's, for example, began as a hamburger joint, but today amongst other things McDonald's is a huge and powerful real estate company investing in building a property empire with franchisees.

**Continuously and frequently  
rethinking of what your business is,  
should be, can be, and will be, is a  
great success strategy.**

Regardless of the redefinition though, the most important strategy of all is – Plain, Simple, Excellence. The book 'In Search of Excellence' has been very good for businesses all around. It has caused many companies and business people to do better thinking about the quality of what they do and what they produce.

As I travel this country, fly, stay in hotels, rent cars, eat in restaurants, deal with many different vendors for my speaking business. I am most often, disappointed by the lack of excellence and the lack of concern for excellence apparent in most businesses, but thrilled by the occasional examples of real commitment to, quality. As the Indian consumers and clients become more demanding, those firms that invest as more time, effort, and money in raising quality in products and customer service, as they do in advertising, are going to see real dividends from their decisions.

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In my opinion, the way for a hotel chain to become number one is to cut their ad budget and invest in better people and more training for their front desk staffs. A car dealer could prosper by making their service departments better, rather than getting a better ad agency. The Excellence movement sparked by that book is a good, positive productive, encouraging one I think every business person should read 'In Search of Excellence', 'Passion for Excellence', and other books about quality and

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**think of quality as a marketing strategy.**

One of the things you will find discussed in these books and companies they profiled is what we call 'A Bias For Action'. I like to think of this as a sense of urgency, many businesses and their people seem to move along as if time was not a factor. I have seen companies take months to make rather trivial decisions and I think '*speed is a factor in business success*' and the speed that a marketing idea makes it from impulse to implementation, has a lot to do with that company's bottom line.

One of Murphy's Law says that everything takes longer and cost more than originally projected and I am afraid that's true. But I believe it's the role of the business leader to push, push and push some more to keep the elapsed time between impulse and implementation to the shortest possible number

of minutes.

I really believe in the time management concept that says, work expands to fill the time available, and that principle will kill you if you are not careful. It's the positive pressure of tight deadlines and high expectations that get and keep a business into high gear.

We are going to talk now about 'Profit Management' and I want to immediately make the point that

**the main motivating reason to  
be in whatever business you are in  
should be PROFIT.**

If it's not, you don't belong in business, yet as a consultant I find all sorts of people in all types of businesses who are not primarily profit motivated. They have got their priorities mixed up. Business decisions made with something other than profit as a prime consideration are almost certain to be bad decisions.

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**One profit related issue is pricing and I find that most business people under price their products and services.**

It's my experience that price either isn't or doesn't have to be a very important factor in a consumer's decision, or the success of a business. Personally, in fact I like to be positioned at the high end of a price scale and have competitors focused on selling from the perspective of being cheaper instead of being better.

One of the most successful dentists I know is surrounded in his area by other dentists who charges ₹150 to ₹250 less per typical treatment. Yet his practice is bigger and more successful than any three of his close competitors added together. In my experience, that's not an exception. That's a rule of business. Almost every time I consult with a business one of the very first things we do is raise prices or fees.

Sometimes the adjustment is pretty dramatic. In the speaking business one of the speakers, I consulted with, was so far underpriced that we announced an implemented an immediate increase in his fees from ₹2500 to ₹7000 a day. He was in trauma but although a few customers and clients grumbled and objected, he kept all of his existing customers, and clients and he continued to add more new ones.

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Price is the laziest and the riskiest advantage to market with. Buying business with lower prices is relatively easy but keeping a business acquired purely because of price, is difficult.

**One way, that most businesses can immediately increase profits is by increasing their prices. Most business are underpriced and wait toooooo long to increase prices.**

A second source of profit improvement is directly linked to everything that we have discussed in this audio program, that is doing more business with each customer, as opposed to getting lots of new customers. A lesson that I have learned from Direct Response Marketing business is that *'a buyer is, a buyer is, a buyer'*. It's infinitely easier and always more profitable to work at increasing the purchasing of you are satisfied customers than it is to go out and add new ones. I think everybody should read Russell Conwell's great book *"Acres of Diamonds"* at least once a month. This great story hammers home the point of finding opportunities right in your own backyard.

Then the third source of profit improvement is cost control.

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It's so damn easy for cost to grow up on you when you are not looking, I am constantly catching some cost factor in our business that has bypassed its controls and needs to be re-evaluated. It's good policy to contractually commit all your vendors of the advanced written notice of any price increases. You should also take the time to check new bills against previous bills on a regular basis. Also, a set percentage for each cost category in your business logistics, payroll, admin, etc. And make sure to check it every month, if total costs exceed the set percentage, you have got a problem.

I also like to find ways for businesses to make additional sales to existing customers with zero marketing cost, in the direct response business this is quite easy to do.

**It's done with what's called  
"a bounce-back offer". That is an  
order form or a brochure making  
another offer packed in with the  
shipment of the existing order.**

This way, the sales literature goes to the customer with the shipment or their order. There is no postage. No advertising cost. Many companies have developed very sophisticated, comprehensive bounce back marketing programs sending dozens of different offers in with each outbound shipment of

the order. If you don't ship any merchandise but I am sure you send monthly statements or send out invoices, the same idea applies.

Or for the retail store, sales literature can be dropped into each bag carried out of the store by the customers. In a service business, the literature could be hand delivered by the service provider. In some way, shape or form it makes good economic sense to combine the delivering the product or service with the advertising for the next sale.

Another source of profit improvement for most businesses can be found in improved collections. Many different types of businesses suffer greatly from the accumulation past dues. Personally, I have never left that problem develop in my business.

**I firmly believe that the sale is not made until you get paid.**

Effective marketing strategies can, to a great degree, prevent the build-up of heavy dues. Offering discounts or premiums for advanced payments work extremely well. However, if you do have or ever develop a past dues problem, I urge you to take aggressive, speedy action to clean it up and get back in-control.

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**Continuing rapport with a client or customer who can't or won't pay his bills is of little value to you and should be left alone. Collection problems tend to get worse, not better.**

In today's business environment, even large, long-established, well-respected corporations can and do find themselves in trouble. And then in bankruptcy. In that situation, you, as a creditor could wait years for your money and then recover only a percentage of it. There are many vendors out there who never gave a second thought and gave money to firms such as BPL or Micromax, but they shouldn't have.

I think one of the most important lessons that I have learned from restoring troubled businesses to their optimum business health.

**Is that trends rarely reverse themselves. Trends don't change. People, change Trends.**



**NOTES**

Waiting, procrastinating, delaying action on a problem, or a negative situation is almost always an error. Problems don't seem to improve with age, nor do they go away on their own. The Excellence idea, a Bias for Action applies to negative as well as positive situations, to reactive as well as proactive behaviour. When you get the first glimmer of something not right in your business, that's the time to look closer and to take corrective action. I think some business people spot the tip of a problem and choose to ignore it feeling that they have got enough to handle already. Why go looking for trouble?

Most of the significant improvements in our businesses are byproducts of problems that raise their ugly heads, often at the worst possible times. In *'Think and Grow Rich'*, Napoleon Hill wrote *"in every adversity lies the seed of an equal or greater opportunity"* that's an idea that could help every business be more successful and every business person be more productive. It's a funny thing, how closely related failure and success are and how failure is usually the womb of a subsequent success.

Most business problems, incidentally, have marketing related solutions, to be very simplistic, sales solves most problems less simplistically. But true, in my experience, is that the success of a business is closely related to how much time, energy, and money it's leaders can direct to marketing versus how much is consumed by internal problems. You need not only a bias for action but a bias for sales in your business. A bias for selling is a determination that the other aspects and responsibilities of running a business will not be permitted to

get in the way of the sales and marketing process.

Well, we are just about at the point that I like the least, when it's time to stop talking. I hope that the ideas and strategies presented in this audio program proved as valuable to you as they have to me. Developing and implementing effective, successful marketing strategies is certainly one of the most enjoyable, exciting functions of business. By itself, it won't guarantee the success of a business, but it certainly is a huge step in that direction. Not only do I hope these ideas presented in these AUDIOS are helpful to you, but I also hope that I have succeeded in generating interest in you to further investigate and study marketing strategies.

**I, THANK YOU FOR LISTENING.**

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## NOTES

# **ONE TIME OFFER**

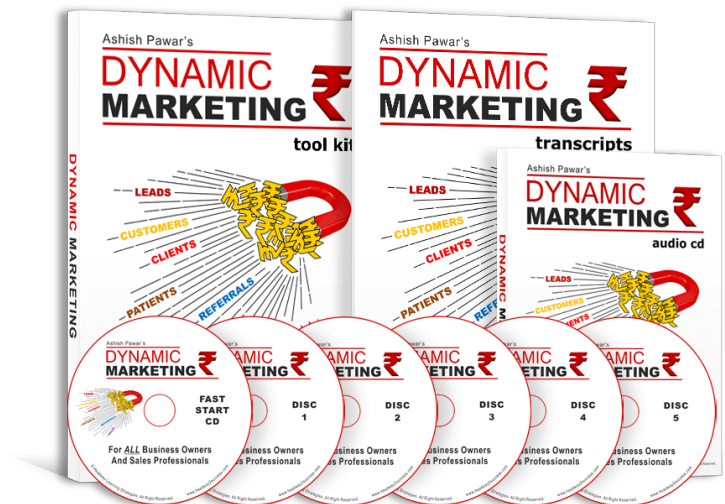
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