



World Internet Experts Series

How To Promote Your Business For Under \$500

Brett McFall Interviews Trevor Crook

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Brett: Hi, and welcome to this special presentation, how to promote your business for under \$500. This is Brett McFall.

You're in for a special treat today. I have Trevor Crook, who's going to explain some amazing secrets about copywriting. This is the topic:

How to promote your business for under \$500

...which a lot of business owners are interested in.

Trevor's used some amazing strategies. He's got some fantastic examples from actually doing it.

And that's the sort of stuff that you really want, right? The real, proven stuff.

Good day there, Trevor.

I guess the person at home wants to know, first of all, why should they be listening to you. So perhaps you can give us a little bit of background on you and how you got involved in marketing, so people can realise, "Okay, Trevor's got something to offer me."

Trevor: Certainly, Brett. My background, predominantly, is a bit of an extensive commercial and business banking background of probably 5,000+ business owners, in a little over 200 industries or categories. So if I haven't covered your business, I've gone pretty close to it.

And what that has involved is pulling people's businesses apart, dissecting them, and putting them back together, and finding out the nitty-gritty of

what works in their business and what doesn't work, because that's important as well.

From there, I went direct into the marketing and, as you know, the copywriting side of it. Writing adverts and sales letters and providing copywriting techniques to help them grow their business.

Brett: How many businesses have you actually worked for, Trevor? How many clients have you dealt with, and what sort of industries have they been in?

Trevor: There's an extensive list there. 5,000 business owners. But if you take solicitors, bakers, bookkeepers, accountants, people that have run maternity shops, tire fitters, motor mechanics, big, corporate clients and so many more.

Brett: Well, the first thing that comes to my mind is it's pretty varied. You've got a big selection, from the professional right down to the mom-and-pop corner shop. Is that right?

Trevor: That's right. From the home office right up to multi-million-dollar, mega-million-dollar clients. So pretty much, everybody in between.

From a business point of view, the only difference is one business turns over more than the other. But they've still got turnover, still got operating expenses. And more importantly, they've all got to make a profit in the bottom line, somewhere. It's just the mechanics of it are slightly different.

Brett: Okay. Without the marketing, there's no sales coming through at all. I know that for a fact from my experience.

That's the thing, right? If they can get the marketing right, it doesn't really matter what business they're in. They just need to have a system, that they can pull in leads and have a constant flow of new people coming through their gate, so they can turn those into customers and keep the business afloat.

Trevor: That's right.

Brett: Well the biggest question is how can a business owner start out and promote their business for under \$500?

Trevor: The first thing they need to look at is **who they're trying to target as a client or a prospect.**

As an example, I received an ad to critique for somebody a couple of weeks ago, who's got an existing inkjet and cartridge business and starting up a new business in a different town. They're going to spend about \$4,000 on traditional marketing, putting a flyer insert into the newspaper and spread it all over town.

There's a much better way for them to do that, from asking a few simple questions. More importantly, how much does it cost to produce or manufacture refilled toner cartridges and inkjet cartridges. They're \$2 or \$3. But the perceived value can be anywhere up to \$79.

So what I've actually got this person doing is giving away 97 free inkjet cartridges. His cost is really only a couple of dollars. But if he can give away 97 and we create a powerful headline and an advert to go with it, he's going to get people coming to the door.

To do it his own way, the traditional way of just saying save 60% on their inkjet cartridge, that's a "so-what?" statement. People don't really give a stuff about that.

But he's a new player in town. And you can walk into his business and get a free cartridge, with absolutely no other strings attached, and walk back out the door. He's going to "buy" customers.

Now, he knows the repeat value of that customer, as well. In other words, how many times they come back, how much they spend.

He can actually afford to give away 500 cartridges, if he wanted to.

Brett: So if he knew that every time someone bought a cartridge for the first time, they would generally come back 7 times, then the mathematics is obvious there.

Trevor: That's right.

Brett: He invests \$2 to \$3 in them upfront, and makes potentially \$700, \$800, maybe \$1,000.

Trevor: That's exactly right.

Brett: So he puts \$2 down on the table and makes \$1,000.

Trevor: That's the calculation. And he was just blown away with the difference in the adverts, as well, which is another topic. But he's gone from offering really nothing of value – because most people know you can save on remanufactured cartridges anyway – to a way of giving something away for free. All he's going to do is capture their name and address, go in the database, and the rest is money for jam.

Brett: The difference I see in what you're saying there is that if the business owner was to go to an advertising agency, the first thing they'd tell him is to change his logo. Then they'd want to do some branding. They'd want to change his business cards.

Trevor: And make it glossy as well, all that boring bullshit that they're normally do.

Brett: And expensive, as well.

Trevor: Yeah, very expensive.

Brett: So I imagine they would have spent the \$500 fairly quickly.

Trevor: He wouldn't have gone to putting it in the newspaper yet!

What I suggested to my client today instead of doing a flyer insert, was to actually check with the paper and probably get an ad for \$300, tops, offering a freebie, and pick up the business that way.

So the campaign has gone from being a \$4,000 outlay to about \$300. If he gives away 97 cartridges at about \$2 a pop, there's his \$500. And he's got 97 new customers.

Brett: That works out, and that's okay for the toner guy. But what about someone else? What about the other people on this call, listening to this now saying, "What about my business?" Can that technique work for most businesses?

Trevor: Yes, it can. Regardless of what business you're in, the whole idea is to test and measure.

For example, you're going to send out 20,000 flyers. Your typical business owner, regardless of what you're doing, you're going to send out 20,000 flyers. Why would you go to that expense and also that risk of not testing to see what works before you do it?

So if you test first, say 1,000, and do a split-test with a *headline A* and a *headline B* to see which offer out-pulls the other one – in other words, if you get 5 responses to offer A and you get 15 responses to offer B, a very small test, regardless of what you're offering as a business or service. An advert tested could be a Google Ad Word or any test. It doesn't matter what it is. You can actually do live cross-test, see what the results are before you go and blow big dollars on your marketing.

If you pull anything from your first marketing test, you reinvest those dollars back into the campaign and have a snowball effect on the

compounding sales, rather than go and blow the money straight away; which most people, unfortunately, do.

Brett: Okay. Before we move on there, what is *testing and measuring* and how does someone do it?

Trevor: Certainly. Testing and measuring. Let's take a newspaper ad.

You run an advert today with one particular offer. It might be offering a free report or a free CD, or just anything at all. What you do the next week, the next time you run the ad, is you might change the offer. You might change one thing. It could be the headline. All you want to do is change one thing in the actual marketing campaign. And you want to test and measure and see whether you get more calls or less calls. And then, ultimately, you know what the sales process is from there, from that campaign.

Otherwise, if you go like a bull out of the gate and throw dollars out and blow your money, you're simply pouring money down the drain.

But if you sort of pull the reins in a bit, do some low-cost, effective testing – you can do that in any marketing, it doesn't matter whether it's Google Ad Words, newspapers, broadcast fax, flyers, the internet, I don't give a toss where it is – you should do some simple testing, have the patience to then measure it. You're going to be able to do anything you like for the \$500. And some things, you can actually do for free.

But you can gauge your results, make some tweaks, and see whether you can beat the previous efforts.

Brett: It doesn't cost you any extra to test an ad, does it? Like if you have an ad in one week and you change it the next week, change the headline only, is that going to cost any money there?

Trevor: No, certainly not. The advertising cost is based on space. If you've got a 5x2 cm column and it cost you \$500, for example, it doesn't matter whether it pulls one sale or 10 sale or 100 sales.

So therefore, what you're doing is paying for the space.

So if you test it with the offer, now it doesn't cost you any more. But if you track your results, you're certainly going to see a major difference, in most cases. Sometimes, it might be fairly similar.

So what I'd do is test it a bit longer, to see whether you can make a significant difference in the marketing campaign. But now, it doesn't cost you any more.

Brett: I actually use that method myself, Trevor, for a client. Changing the headline alone on his yellow pages ad, from one year to the next year, an increase of 3,148%.

Trevor: An awesome response difference.

Brett: The ad didn't cost any extra to place. I simply changed the headline on it. He went from a struggling business to having to sell half of

the business because he couldn't actually cope with the amount of business he was getting. That's the power of testing and measuring.

Trevor: Certainly, 3,000% is not a typical response, it's a brilliant response. But for anyone that does listen to this, that's what you have to do. You've got to test. You've got to see what people are going to respond to.

Brett: Here's the thing. Like a lot of people go to advertising agencies and expect them to come up with this "brilliant" idea. They go to see marketing consultants and "gurus," and say, "Come up with this grand idea. Be creative."

But you don't have to be, if you let the public tell you what they want.

And through testing and measuring, the method you're suggesting there, the public will tell you which offer they like. And suddenly, you become the advertising genius because you're getting 3 or 4 times the response you were getting 4 or 5 weeks ago. And your family and friends wonder how you're doing it.

And simply, you haven't done anything but let the public tell you what they want.

Trevor: Using the power of the words.

Brett: Okay. What about if someone had a professional service? You talked about a product. What about if someone had a service? Can they still offer to give away their service?

That system you said was like investing in a product, instead of investing in marketing. They invest it in their best asset, which is their product. What about if they're a service-based business?

Trevor: Certainly, I can take from my own examples. Quite often, we'll happily offer someone a free critique of their ad or their sales letter, rather than charge them for it. So we're offering a free service to invest some of my time looking at their business and seeing if I can help them.

And now, it's still a numbers game but, predominantly, for every X number of people that you help, they will come back and use your service.

So simply taking something that I have a skill at, offering it to somebody for free as a way of getting in the door; and then as long as they're satisfied with what I do, we can do business.

An accountant can do the same. Accountants might offer a free look at their financial statements.

Brett: So, it would actually cost them less. If you have a service business, it would actually cost you less. It just costs you time.

Trevor: It's just costing you time. Recently, I've been offering people to critique their Google Ad Words free.

By simply offering that to people, apart from doubling and tripling some of their click-thru's on their responses, I've actually generated sales on that. Offering a free service, which costs me a bit of time – and it doesn't take long to critique a Google Ad Word – it generates business.

Brett: So you invest a bit of time, and suddenly you have people coming back to you saying, “Can I buy your services at full price?”

That’s what I want you to really *get*, reading this at home. You need to be asking yourself, “*How can I adapt what I’m learning right here into my own business?*” You can do it for products, you can do it for services, by investing in your product instead of investing in your advertising.

Now, we might do this, Trevor. Because you’re experienced with offline advertising, which is the regular media like newspapers, yellow pages, flyers, fax, letters, things like that. But you’re also experienced in online advertising as well. I’d like to go through the offline first and then perhaps we’ll hit some of the online stuff.

If someone wants to advertise in offline media world, how can they promote their business for under \$500? There are some techniques, like that was a strategy about how to invest in themselves and in their product. But let’s look at some mediums they could use to promote their business for under \$500.

Trevor: So, you’re saying for a newspaper ad on a lead generation advert?

Brett: Well if they weren’t to use newspapers, what else could they use?

Trevor: They could use broadcast fax.

Broadcast is very simply a way of getting hold of a large number of people very quickly, by sending them a one-page fax, making an offer.

Now, broadcast fax is “junk mail,” which predominantly everybody knows. But it’s such a cheap and effective way to do a test – and a cheap test it is.

I use a company in Sydney that costs 15¢ per page. So for 1,000 faxes, it will cost you \$150.

The beautiful part about those people is that they can do up to 10,000 in one hour. If you put an ad in the newspaper, you’ve got to do the ad, get the proof, wait for it to hit the streets. It’s a very long process.

When you use broadcast fax, it’s pretty much instant.

Taking that offer and looking at a broadcast fax scenario, the little trick of the trade there is the person who received that fax at the other end, whether it be the office manager, the secretary, receptionist, or it could be the business owner themselves, they don’t like junk mail. So if the fax looks and smells and reeks of someone trying to flog them something, it will go straight in the bin.

So by using a little technique which sort of makes the fax piece look like a letter you’d write to your grandmother, not trying to sell them something off the page, simply offering, again, a model step process to a free service. “Can I help you solve one of your biggest problems in business,” or “Can I send you the free report CD-Rom that will help you solve your problems in business?”

At 15¢ a name, it is very easy to do a test on any business or service for \$500. Just 1,000 first, you’ve only risked \$150. There’s no printing costs.

All you've done is emailed that particular offer down to the company doing the faxes for you. And you know, pretty much straight away, what your response is like.

Brett: Where can someone find those sorts of companies?

Trevor: Most countries will have them. The company that I use is a company called Fax Information Services, in Sydney. I'll actually get you the number, if you like. But the strange part is their actual fax lines are in England, 800 lines sitting there. That's why they can do up to 10,000 in one hour. And the best part is they don't bill you until the end of the month.

Brett: So you can actually get some return on your investment right upfront.

Trevor: Return on your investment, pronto. They have an email, which is info@fisau.com Or, phone +612-9238-2243.

The other advantage is I can fax to England from here for the same price.

Brett: So you can actually market from Australia to England?

Trevor: Well, I can market just about anywhere in the world. There's various countries in there. If you take something like America, the only way I believe you can use the fax is if you have the person's fax number. So you can't just effectively do junk faxing.

But apart from that, if the country where you want to fax allows you to do it, these guys can do it. They've got all of the fax numbers. You tell them the industry or the postcards, or the state, and they do the rest for you. It's as simple as that.

Brett: So, I can actually tailor the industry. So if I wanted to promote to dentists, I could actually target them, so only they receive the faxes.

Trevor: Exactly. By using that approach, you can actually tailor your fax offering a little bit more, as well.

One of my clients is using a model that I've been using and getting some fairly great results with, they target a specific industry and really styled the letter to them. They just tested 1,000 only about a week and a half ago. So it cost them \$150. They had 16 calls and they made 16 bookings for their \$150. And these guys do websites. The average website is about \$5,000. They can pull 4 or 5 jobs out of that.

I don't know the exact numbers yet, but these guys have done similar testings, and they're spending peanuts and making a monster, all from knocking off the one letter that I write.

Myself, earlier in the year, I sent out about 1,336 faxes at 15¢ each. So the cost was just over \$200. The sales generated just over \$8,800. Not a bad return for your money.

Brett: I'll tell you what, if you had a horse at the races that was going to pull those figures...

Trevor: It would be easy money, wouldn't it?

Brett: That's what I like about it. It's very predictable, it's very good.

Trevor: Honestly, once you've done some testing – again, you ask the question earlier – can any business, whether they're large or small, do this? Of course, they can.

I had a client earlier in the year, who ignored the testing strategy and just went straight into it. And he sent about 11,000 faxes. By his own calculations, he was going to pull about \$200,000 worth of business from that one-page fax.

Brett: \$200,000?

Trevor: Yeah. At 136 responses, which is pretty good for a fax ad. Just over \$200,000, what he was expecting, off of first-time sales, it was a very, very hot product. But still, they targeted the right industry. The copy obviously worked. And it just blew him away.

Brett: What are you writing on these faxes? When you write a fax, is it a one-page fax

Trevor: One-page fax. It's not the typical institutional stuff. It's like a letter without a headline.

Brett: What are you writing? Are you selling the whole thing? Are you saying, "Computers for sale, \$2,000, get them now?"

Trevor: I'm basically flying against the face of everything you've ever learned and I've ever learned and anyone's ever learned about writing copy, about the headline. I'm not using a headline at all. I've tested this theory using a headline and doing it without a headline, and I'm kicking my own ass. In other words, I'm really flogging the response rate when I'm not using a headline.

And the reason being because this type of media, there's so many people using fax as an avenue to try, they send sort of the typical crap that looks like someone's trying to sell them something. So it goes straight in the bin.

I'm going at it from the other way, making it look like a letter. "Dear friend and fellow business owner." And I start off very simply. If I was a copywriter and I wanted to start this letter with a big bold headline. And then, whatever the subject is, I make a headline up for that.

And then I'd basically offer to solve a problem for them, with a free report, or just simply for them to pick up the phone and talk to me. Give them a few dot-points of some examples of where I've got successful replies or, if it's someone else's business, a few successes they've had, 3 or 4 bullet points.

I also say, "Look, you might think this offer is strange, but I usually find that fairly quickly, after talking to you and you talking to me, whether you want to do business with me or not." That's it. I'm not trying to sell them anything. I just softly, softly approach.

But if I'm writing it for somebody else, asking them questions and identifying or trying to identify what their prospects or their customers' biggest problem is and what they want to solve, then I use that in the fax. That's it.

In your case, like tell me your biggest problem is growing your hair back, and I'll help you solve it one hour for free!

Brett: I'd be jumping on that.

Trevor: Well, I'm the same, mate. But that's all it is. It's nothing startling.

I saw a letter years ago, from Joe Vitale, with his hypnotic writing, using that type of style. So I've remodeled and adapted it to what I do, and it's working very well.

Brett: So you're not selling the whole package. See, a lot of people may want to actually advertise themselves. They want to sell themselves and talk about the experience they've got, and show off some of their head office photos and perhaps their company cars.

Trevor: They're F.I.G.J.A.M'ers.

Brett: F.I.G.J.A.M'ers?

Trevor: Yeah. You probably know what the F might stand for. The rest is ... "I'm Good Just Ask Me." That's their type of marketing. They're F.I.G.J.A.M'ers.

Brett: So you're not doing that, and that's what's producing results. That, in itself, is a revelation to our listener. You're simply going in there, offering let's say a bit of help or a bit of understanding, as you know what situation they're going through. So you demonstrate that we actually know what you're going through. I can help you, and I can actually offer you some free advice or something free, a free report. All you need to do is call me or phone me, so fax me. That's lead generation.

Trevor: It's just lead generation. But it's also saying, "There's no risk involved in this. It's not going to cost you anything." If you don't like the fax, throw it in the bin. But if you'd like some help on whatever your problem is, I'm happy to solve it for you or try and solve it for you.

Brett: So when you actually say, "Promote your business for under \$500," what you're actually doing is promoting the concept of your business. You're just sort of tempting them to then contact you.

So you don't want everybody calling you. You're only going to get a small percent of people calling you, surely, from that.

Trevor: I'm averaging about .8% of a response.

Brett: So what about the rest of the 99.2%? What about those folks? You don't want them?

Trevor: I don't want them.

Brett: Why is that?

Trevor: Because they're not serious about their business. It's a numbers game. Certainly, you get a lot of rejects. People tell you where to go. But I like the fax. It's still a numbers game. I only want people who are serious. And the people who are serious respond to the offer.

Brett: So you're actually cutting down your market but making more money.

Trevor: That's right. A lot of people just have problems understanding that concept. I'm sure you've heard of it when you say, "Who's your ideal client," and they say, "Everybody." That's a load of bull. Not everybody is their customer. There will be specific groups or segments of markets that you can identify, that you would prefer to chase.

Brett: And obviously, not all customers are equal. To be honest, some are a real pain in the neck and some are great customers. And there are actually ways you can actually pull those dream customers out of the woodwork. Correct?

Trevor: That's correct.

Brett: So you can actually tell customers that they're the one you want. and the others you don't really care about. In a way, you can actually tell them that.

Trevor: Don't be afraid to tell the customers that. That's a bit of a myth in business, too, that the customers always right. That's a lot of bollocks. I've sent somebody back home with their tail between their legs only last

week, because they were jerking me around – twice. You don't do it to me 3 times. That's not an arrogant thing, I was trying to help them out and they just kept moving the goalposts.

Brett: And costing you money.

Trevor: Yeah, costing me money. And then they came back to me only a few days ago and said, "Look, we want to go ahead now. Can you revise the schedule and the price?" So I did that. And they came back and said, "We're still going to have a crack at our sales and we'll come back to you in the future." So I just nicely said, "Due to all of the messing around, there's no point in coming back because I'm too busy." I learned that one from Gary Halbert.

Oooh, did you just hear that?

We've got big thunder. It wasn't me. ;-)

But it's just really picking out who you want to do business with and focusing on that type of customer. I'm sure in the dealings you've had with your customers, because I see it and hear it all the time, people get afraid if they're going to get too busy from doing marketing. It's normally a stop-gap measure.

They get busy, work 100 miles an hour. If they're doing that, there's no marketing going on. And suddenly, the work stops. Then they go start again and try to chase more business, rather than have some nice marketing in behind the scenes, with a nice system and a constant stream of leads

flowing through their funnel, good prospects and people that they want to do business with, then they can pick and choose who they do business with, not just take any and every job that comes their way.

Brett: I guess that's a pretty good point, my friend, because you're talking about how to advertise for under \$500. Really, you can actually cost yourself much more than that by spending time with clients that aren't your market, and you can actually write an ad – in this instance, it's a fax broadcast – which will actually pull the guys out that you really want.

Trevor: Yep.

Brett: So that's the concept of lead generation, where you're not advertising your services upfront and giving them the whole deal. You're letting them know, "Hey, call me if you want this, this and this." And then when I call you, that's when you put the sales process into work. Is that right?

Trevor: That's right. It's basically you're giving them the entrée. And if they like the entrée, they'll come and have the main meal. It gives you a chance to let them know what you do and what's your offer, and the benefits of them doing business with you in a really, really nice way, rather than just go straight for the sale. No one likes to be sold to straightaway.

So the warm and friendly lead generation approach, which ___ person is actually bothering to respond to your marketing, gets you a much better result. Always has, always will.

Brett: Okay. That's fax broadcasting and newspapers. Is there another technique that people can use, which is a cheap method of advertising?

Trevor: We've sort of touched base briefly on flyers. Flyers and postcards. I'll go through the flyers and I'll let you go through the postcards if you like.

Brett: Sure.

Trevor: People use flyers because it's low-cost, it's cheap. I'm not sure about in Sydney, but in Brisbane you can generally get 1,000 delivered for about \$36, \$38 per 1,000 flyers.

Now, I'm not a big flyer fan, but I will cover the topic because a lot of business owners do it.

I had a client a couple years ago, I received his flyer in the mail, at home. And it was crap. It absolutely was typical, business name up at the top and offered nothing, basically.

So I phoned this guy up. He'd sent out 20,000 flyers. It's cost him quite a few dollars, by the time they had them all printed up. They weren't a cheap printing job, either. I was the only call he got, out of 20,000 flyers.

So it's very easy to make losses on that type of marketing.

Brett: And you're talking about flyers, which are black and white?

Trevor: If I was going to do a flyer, I would do yellow paper with black writing.

Brett: Why is that?

Trevor: It's been proven, over time, to get a better response. I learned that one from Dan Kennedy. Anyone who knows marketing probably already knows what his ability is like. I don't have any reason not to play that theory. It's easier if it's a white piece of paper with black writing. When flyers get delivered, they get delivered with all the other junk mail. So it's buried. You've got a much harder chance of getting a homeowner to even look at what you're offering.

Yellow stands out. I've tested pink when you're targeting women or the lady of the house.

Brett: So the actual color does make a difference?

Trevor: That's right.

Brett: These are the things which have been tested. We've talked about testing headlines and offers, but you're talking about the color.

Trevor: It's the little things like that. A test could be 500 in pink and 500 in yellow, see which one out-pulls the other.

I wrote a 2-page flyer for a florist about a week before Valentine's Day last year, was when the offer expired. So about 2 weeks before Valentine's Day. And obviously, we used pink. But mostly, we were targeting women, the headline was related to men. We used the headline as a good model against Dan Kennedy. "A confidential letter to the husband of the household, from Floyd Tyson's Florist." Now, that was giving away \$50

worth of flowers for free, absolutely no strings attached. You didn't have to buy a cracker. Walk in with the letter, and you could walk out with \$50 worth of flowers.

But the real marketing ploy was the offer expired a week before Valentine's Day. It captured their name and address. But that's a good way of getting someone to respond to your flyer. It's a hard enough job when you get 10, 15, 20 pieces of junk mail delivered at once. A lot of people do sift through them, so your flyer, your one-page offer, your half-page offer has got to stand out. And it's got to be the headline of the copy that's on that offer that's going to get it read. Nothing else.

Brett: We'll talk more about offers in just a second, because that's a really important topic. I just wanted to chime in here with an example for our local pizza restaurant that I helped out, using a flyer. I just made a letter. It was a letter, just like you were saying in your fax broadcast.

Trevor: Yeah, I just use a letter myself.

Brett: Just write a letter. And guess what it offered? Again, we wanted to get people in. It offered them their first pizza free, because it doesn't cost very much to make a pizza. But the repeat business is always there.

So we did this to their local area. And usually, with a letter box drop – *and a letter box drop is when you ask the post office to do it for you or you can ask a private company to just drop your leaflet in the letter boxes of all of the people in a certain community - within a certain postcard.*

So we did this to the local area.

Now, for a letter box drop, you should be happy if you get a .5% response.

Trevor: I've actually had a client pull a 5% response on a flyer. And guess what? He didn't do it again, idiot. That's another story.

Brett: People say this and they think, "Well, 95% of the people didn't respond to it." And they think that it was a failure.

But the point is if you do your mathematics beforehand, like we're suggesting, we're not just talking about the first sale here, we're talking about the 5, 6, 7 sales after that. And that's where the real money comes in. And that's the way you need to look at it.

Well, with this letter to the community, she was pulling a 6.6% response for a pizza. Here's the upshot. She went from struggling – because the pizza store is actually a fantastic restaurant, really good-quality, gourmet pizzas – making right about \$1,500 a week. It was just really low. It might sound good as a wage, but as a business that's really low. You've got staff costs, you've got electricity, the whole bit.

Just by introducing that letter box drop to a local area, which goes out about every 2 to 3 weeks, I think it costs here about \$300 or \$400 in total, the sales are now \$4,000 a week – on that alone.

Before that, she was advertising in the newspaper and the newspaper sales were saying, "You need to increase the size of the ad and you need to run

the ad for 26 weeks, because it gets people to know your brand,” and all that crap, right?

I said, “Pull the ad right now. Forget about the newspaper. Let’s invest your money in these letters.” And instantly, \$4,000 a week, consistently, week after week after week. Just plug the system in, turn it on, and let it go. And that’s good advertising.

Trevor: That’s bloody brilliant. That reminds me of a guy I came across a few years ago, who was doing a one-page letter, glossy. He’s a painter.

Now, he worked out, through his testing over the years, obviously various suburbs pulled a better response than others. So he could talk directly to those people by delivering directly to their post code. They’re about 11¢ each using Australia Post, \$110 per 1,000 to deliver, something like that.

His letter was okay. You and I would probably rip it to pieces. But you can’t knock the facts and the figures.

He would send out 3,000 a week. He was getting an average of 30 calls, about 1% every time.

More importantly, he would turn over \$1.5-million a year based on that one-pager. He didn’t want to increase it, due to religious requirements and spending a couple of days on that side of his personal life. But the system is brilliant. He knew it. He could have that running in his sleep.

And all he had to do, worst-case scenario, if he wanted a bit of cash flow, is send out 5,000 for the week or 10,000 for the week. He'd know his numbers.

The other thing that we hadn't sort of covered on there is what percentage responses are important. I don't think they're the be-all and end-all. You might get a 3% response to a marketing campaign and still lose money. Correct?

Brett: Depending on what you're selling.

Trevor: And you might get a .03% response or a .3% of a response and make sizeable dollars. Again, depending on what you're selling.

As a business owner, they need to take all of that into consideration when they're looking at their marketing. That's why it just pulls my hair out, to know people don't bother testing. They leave it to the last minute. It becomes an emergency. They slam it out, lose money, whine and bitch to say it hasn't worked, and then don't do it again.

If you want, I can actually look at the process. There's a fundamental error that they're making time and time again. And it doesn't have to be that way.

Brett: There's a marketing company in Melbourne, which I'm helping right now, and they're about to use another lead generation method, which is postcards. And for as little as 11¢ each, you can actually send postcards

through the mail. It does work better if you actually have the name and address of the people you're sending it to, but you don't have to.

So what you can do with a postcard, you can actually write on both sides of the postcard. But the neat thing is that not very many people use them. And the size alone makes it stand out.

You can also do some creative things. Because it's a postcard, you can actually theme it. There's nothing stopping you from actually putting a photo on the postcard. You just do them color one side, black and white on the other.

The photo of you is actually standing in front of a resort or palm tree, and the headline has something to do with that. "We've got a fantastic special for you this month, because I want to go on holiday and I want to make some money so I can pay for my holiday." Those little techniques are really geeky and stupid, but boy, can they really work.

So here's a company in Melbourne, a direct marketing company, and they're going to actually send out 32,000 postcards. On that postcard, it will offer a free CD.

A postcard for 11¢ ... a CD, which will cost them maybe \$2. So that's \$2.11 is going to be their cost per customer.

Now, because they do the mathematics afterwards and think, "Well, if we close maybe 1% of that 30,000, that's 300 sales at \$X. Goodness me, let's get the campaign running right now."

So if these big companies are using these techniques, why can't you do it? This is the stuff that you don't get told by a lot of the companies out there, the so-called experts. They don't let you know about these sorts of things. You can just come in and copy what the big guys are doing and use it for your small business.

Trevor: What I want you to know, as the business owner, I want you to know what really goes on. I've consulted with an advertising agency from my finance days, quite a few years ago. And I saw, firsthand, how they work. It's scary. They'll charge big fees and then they'll let you do some TV and some radio and some newspaper advertising, create some clever marketing, and one of them's going to work, generally. Something's going to stick. But they don't know which one.

The customer doesn't really know and the customer doesn't really care, as long as it turned over some dollars. But most of the time, they're throwing money down the drain.

But if you use like what you're saying, try something that you see big companies using and doing well, just model it.

Brett: Yeah, that's a smart thing. Let's go back to newspapers for just a second. Is there a way that anybody can save money on their newspaper advertising? Are all the rates the same, all the time? Any techniques you can give them there?

Trevor: The rags aren't all the same, all the time. You can actually try and get what they call remnant space – which means the newspapers all

have deadlines, so let's say the Sunday newspaper each week, it doesn't matter whatever state or country you're in, they'll have a cutoff time for the adverts.

Now, if you have an advert sitting there and you write them a letter saying, "Look, if you happen to have some space or if someone cancels," make them an offer as to what you'll pay for the ad. If that's a \$30,000 ad, you might pay \$5,000 to run that ad, if they've got the space. Well, you can get an ad into a magazine or a newspaper at a very cheap price, it may not be in the best position but it happens at times, where people may have booked an ad and had to cancel and pull out. And the advertising rep is just desperately trying to get that space filled.

Brett: Their job is to fill that newspaper with advertising.

Trevor: To sell the space, that's right. And I've done that myself, in the past. Only last year, I took a half-page out in a newspaper that should have cost me \$700, \$800. I got it for \$300. Pretty exciting.

Brett: That's not bad, because we're talking about \$500 as our benchmark here.

Trevor: I didn't have an ad written. They rung me, so I whipped something up. But I certainly wouldn't have paid the \$700 or \$800 for it. I was happy to pay the \$300.

One of the other things when people do their advertising in newspapers, I'm a big fan of making sure that you've obviously got to be in the right

section. And what that means is you ask a newspaper what their best sections are, where loading applies – in other words, if you want to be on the front page or the second page or the third page or in the first 50 pages, they'll generally apply a loading. The reason that it does is those pages get read. So therefore, you're going to increase your chance of your newspaper ad getting read and not buried at page 153, where no one sees it.

Brett: Yeah, because readership drops off dramatically after the first 12 pages.

Trevor: It certainly does. I had a client that was running an ad in the Courier Mail, up here in the business section a couple of months ago, offering a predominantly business-type product. It was business/entrepreneur-type information.

Now, I suggested to him to advertise in the Sunday Mail, in the early general news section. His response just went spastic. More registered. More dollars. They had to spend a few more dollars, but he got a better rate in the Sunday paper.

Brett: Yeah. And I've often heard, too, and I'm actually testing this myself, that let's say we have the front page, which is the biggest one of all and cost you the most. And then we have the back page, which is also fairly well-read as well.

But inside the sports section, I've found you can actually advertise in there. Because if you're going into a male market, guess where a lot of men turn to first? The back section, right? It's a part which most people forget

about. A couple pages in from the back, the price drops dramatically but the readership can be sky-high.

That's a little bit of an alternative way to think about the advertising, that you don't have to be up in the front, if you don't want to. And alternatively, you could actually get a front page but in a different section of the newspaper. Not the very front page, but most newspapers – we're talking the big ones here – have their own sections; finance, at home, real estate and fashion. And you can actually advertise in those sections, but on the front page or just inside the front page. That might reduce your costs there.

Trevor: And more targeted.

Brett: That's right. Okay, I want to sort of talk about some online stuff, the internet. Not a lot of people understand how to actually make the internet work for them. How can they advertise on the internet cheaply?

Trevor: Pay-per-click.

Brett: Pay-per-click? Tell me about that. What is that?

Trevor: Pay-per-click ads, if you take Google, for example, as a search engine, you can go into Google and create your own ad. We're going to talk about your scrapbooking site, for example. Is that okay?

Brett: Yeah, go for it.

Trevor: There's a lot of people out there that may be interested in scrapbooking. So they'll type in the search term "scrapbooking" into Google, hit enter, and see what websites come up.

Now, on the right-hand side of the page, of your screen, you'll see some ads on the right-hand side. They are pay-per-click ads. People such as yourself have paid to have your ad come up when someone types in the term "scrapbooking" or "scrapbooking profits" or "scrapbooking supplies," or various keywords associated with the topic.

Brett: Keywords. I'm just going to pause you here, as you go through this. You're talking about keywords. Keywords are the words that people type into the search engines. So if I'm looking for scrapbooking, that's a keyword. If I'm looking for scrapbooking ideas, that's a keyword or a key phrase. And a whole list of things that I'd have to try and think about what people are thinking of. And those are what you call keywords. When people type them in, that's when the ad comes up. Correct?

Trevor: That's correct. The beauty of the internet is you can actually find out what people have been searching for the previous month on any topic, for free. It costs you nothing. See what they've searched, see how many times it's been searched, and all of the variations from it, and use those as your keywords to run your ad campaign.

Brett: Hold on. There's a place on the internet where you can actually go and find out what people are searching for, before you do anything?

Trevor: That's correct.

Brett: So where is that?

Trevor: Inventory.Overture.com. I'm pretty sure that's it.

Brett: So, if I type that in, I could actually go in and find out what people are searching for. Right?

Trevor: That's correct.

Brett: Now, why is that important?

Trevor: It's important, because you know how hot your market is before you go into it.

Brett: What do you mean by that? What do you mean, how hot the market is? What do you mean?

Trevor: There was a topic I was searching on recently for a client. I won't say what it was, but I was on the internet and I typed in the search term and called up the keywords. In between that and the variations of his particular subject, it had been searched 145,000 the previous month.

Potentially, you've got 145,000 people you can attract to your website. Okay. So it's going in pre-armed and dangerous before you spend any money.

Brett: Again, we're all trying to reduce the cost of the advertising.

Trevor: We also want to call out to the people, again, who we've identified that may want to do business with us.

What the internet allows you to do is find out what they've been searching for previously. These are what people are interested in knowing more about or spending money on.

Brett: Okay. Then let's move on. So that's how we find out if the market's hot. And then what about these Google Ad Words? The person listening to this recording can place an ad on Google, and it's like a classified ad.

Trevor: Correct.

Brett: About 4 lines?

Trevor: 3 lines, plus your web address.

Brett: Okay. So you would send them to a web page?

Trevor: That's correct. At the bottom of your ad, you've got your headline. It only allows you 25 characters and then 35 characters for line 2 and line 3, and then your web address.

So in other words, if I want to get into scrapbooking and I type in and I see your ad on the right-hand side, in the pay-per-click, I can click on that ad and it will call up wherever you've directed me to go. In other words, wherever you want somebody to go with your pay-per-click ad. In your case, it's your website. ScrapbookingProfits.com will come up.

When that happens, whatever you're paying for a click, you'll get charged accordingly. You don't have to pay an arm and a leg for pay-per-clicks.

Most of the stuff that I'm running, I'll pay anywhere between 5¢ to 7¢ US per click.

Brett: So every time someone clicks on that ad, you're getting charged 5¢ to 7¢?

Trevor: That's right. I'm buying traffic, but I'm buying pretty good traffic.

Brett: You're probably done the mathematics, again. Like when someone comes to your web page, you've probably tested and you know out of every 100 people that come to that web page, that X% of them buy.

Trevor: That's correct.

Brett: And then you've worked, "Well, I can invest 5¢ every time someone clicks on the ad, I can invest that because I know that down the track I'm going to make \$XYZ.

Trevor: That's right. Obviously, the important thing with any marketing, if you get your Google Ad Words with testing and getting a good click-through, right? In other words, people hitting on your ad. Then, you want to try and play a game called beat the control. If you've got an advert that's running very well, then you want to try and test that, tweak it, and see if you can't do better. And once you do better, obviously, you get a better profit.

Brett: Okay. I'm a pie shop. I'm a pie shop on High Street. Why would I go and take a Google ad? Would I? Could I? Would it be worth it? Or is it only for sort of special businesses?

Trevor: Not for special business, at all. As far as I'm concerned, it doesn't matter what you're in, what you sell, where you live. I'm not sure of the exact numbers, but there are about 55-million people online at any one given time?

Brett: That's right, yeah.

Trevor: That's a fairly significant number. And they're searching for all sorts of things.

Brett: Let's pause here and let's try and give some examples.

Let's say I am a pie shop. And I'm thinking on the run here, as well, trying some good examples. If I'm a pie shop in Sydney, Australia, I'm not going to sell a pie to someone in Los Angeles.

Trevor: There would be bloody maggots at the top when it gets there, but yeah, you're not going.

Brett: But here's the thing. So why would I do it? Can I suggest why they might do it?

Here's the thing. If you had a pie shop, you're not going to sell pies to someone in Los Angeles, but you could also create – and I know you know about this, too – on your actual web page, you could actually put ads on

there which you can actually make money from, by sending them elsewhere.

You can actually take an ad here in Australia for your pie shop. And when they click on the ad, your website comes up. And then you can actually tell them, “Here’s how to get the greatest pies in your local area,” or “in Los Angeles.” And they click on that ad and get back to somewhere in Los Angeles, where you’ve set up a relationship with someone in Los Angeles. And when they purchase something from them, you could actually get a commission. You get a commission every time you send one to their website.

Trevor: Send one through. And you could also do an ebook written on the 50 pages of pie recipes of all time.

Brett: Okay, so 2 strategies here.

Trevor: 2 strategies.

Brett: The first strategy is send someone elsewhere that’s not going to come to your actual area. They can come to your website and those that are local, great. But those that don’t, you can send them elsewhere, to competitors, and make money when somebody clicks on that ad to go to their site.

And you’re saying that what we could do is to write an ebook, which is an electronic book on the top 50 recipes for pies.

Trevor: That’s right.

Brett: So that's 2 ways they can actually make money, and they haven't sold a single pie yet.

Trevor: They'll make more money doing the ebook.

Brett: Another thing, too, I guess is a third suggestion for that, could they create a newsletter, perhaps?

Trevor: Certainly could.

Brett: If you owned a pie shop, Trevor, what would you do on the internet? Would you create a newsletter for your customers? Is that really going to be a good idea?

Trevor: You might. You might. You might create a newsletter, or you simply might create a whole list of recipes that they can subscribe to or give some various demonstrations.

There's no reason why, with technology these days, you could even shoot a video of making a pie or going through the whole process.

Brett: Teach them how to make pies.

Trevor: Do it. I was going to say it's really your imagination that will limit you as to what you can do with this sort of stuff.

People are out there searching for it. And if you can capture their name and address, it obviously helps you build a database. You can offer them something down the track for sale, but also give them some good content.

That might be a 5-day mini ecourse on how to make this type of pie, give them a supply of recipes. It's a limitless opportunity.

Brett: And emails, how much does it cost to send emails?

Trevor: A big, fat zippo.

Brett: So the way you were using fax broadcasting, newspaper ads, leaflets, could they perhaps do the same technique there?

Trevor: They certainly could, yeah.

Brett: And they could actually send emails to their databases and say, "I've got a special on this Saturday. Every pie in the store is half-price or you get a second pie for free." They could do that, too. It wouldn't cost them a thing.

Trevor: It wouldn't cost them anything.

Brett: So I certainly would recommend that anybody actually builds a newsletter or database or something on email. So whatever it takes to get someone's e-mail address, get it off them, run a competition in your store, in your shop or in your practice, which gets people to give you their name and their email. Put them into a database and then you build that to like 1,000, 2,000, 3,000.

And once you get that, you can send them all an email at once. There are programs which allow you to do that. It won't cost you a think. And you can send them an offer.

So we haven't spent a cent yet, with that technique. Have we?

Trevor: No. Every time you do that, generally you get some sales out of it.

Brett: Do you have any success with email?

Trevor: Certainly do. There's a few there.

Brett: Is there any exact which you could tell us, and try to keep it general I guess, Trevor, for somebody who's actually never used email to try and make money from it. Is there some examples you could tell them?

Trevor: I'll use an example that's totally unrelated to advertising and copywriting. It 's not me trying to sell some tools to help you grow your business.

For the people that haven't heard of ClickBank, ClickBank's got about 11,000 digital products, where anybody can now sign up and sell the products, and they cover anything and everything; a very extensive list of topics and subjects.

Well, you don't need a website, but you can go and sign up for free and sell products for whatever the percentage is. And it goes anywhere from 5% up to 75% of the sale.

So what I've been doing recently is I've been selling somebody else's product. And I won't say what the topic is, but it's totally unrelated to

marketing. And I've sold 15 of these things in the last 10 days, by simply running a little e pay-per-click Google Ad Word.

Brett: So 15? And how much?

Trevor: Well, my cut is \$16.61 US.

Brett: Okay.

Trevor: That's a lie. The numbers aren't adding up, because I checked this morning. The sales are around \$320, so there must be a few more there. But I'm going to wake up in the morning and had 3 sales during the night, when I'd gone to sleep.

So I've gone to sleep, gone to sleep, and wake up and there's \$49 added for US I've made when I went to sleep. Simply the power of not so much as an email. I got off-track here, sorry. But that's using the pay-per-click.

For an email, a general thing of recommending other people's products or services, got a covering e-mail, endorsed it, and received sales of it.

Brett: So you send emails out to your database.

Trevor: And I qualify by saying, "Look, in my case, I won't offer anything unless I've purchased it, tested it, or I've thoroughly researched it.

But I'll send an offer out and say, "Look, I've purchased this. I think it's good. It will help you if you want to get on the internet. Go have a look at it. If you want to buy it, that's fine. If you don't, not a problem.

They will click on, read the sales letter, and then purchase if they want to.

Brett: The point of this, folks, is to think about this. How can you apply this to your business? What Trevor's saying there is he sends out an email, costs him nothing, and he makes money from it by putting an offer to his database.

Probably, the overall lesson here is to make sure that you have a database. One of the best things you can ever do for your business, is to have your own database so that you can communicate with **them only**. You can send a letter to them, an email to them. And one's offline, one's online. And that's going to get you more return than ever, advertising in newspapers or letter box drops.

Trevor: It's quick, as well, particularly if they're looking at buying a product, if it's a digital download. You've just got to check and see what your stats are.

If you look at the internet, the products that were offered there as a tool to help people search Google for keywords, that thing went nuts in the sales department by simply saying, "This is good. I'm happy to recommend it, and go have a look at it." And it cost me nothing, except the time to write that email.

Brett: Because it isn't your product but you recommend it. And on the internet side is a ton of products which have affiliate commissions attached to them; which means you can sign up, become a registered seller. And when you recommend it and people buy it, you get a check.

Trevor: That's right. And there's no cost involved to you, as in for the sign-up. If you haven't got a database and you want to use that pay-per-click system, obviously you will pay for some ads.

But if you do a mix of both, you can get more sales.

Brett: Makes sense, because what you're actually talking about there – and this is something which is probably a hidden benefit – is that let's say I have that pie shop. It's probably a good example for those that don't understand this internet stuff. But if I was to take a bit of time out and run it, could I not go and make money on the internet recommending things I have no idea about or are not part of my regular business, but just so I can make money and go and place ads for my pie shop.

Trevor: Yes.

Brett: Instead of it coming out of your own pocket to advertise your business in the local paper or via email or fax or whatever, you can actually have an income source coming from the internet, which then provides you with your advertising budget.

Trevor: That's right.

Brett: That's a different way to think about it, isn't it?

Trevor: It is. I'm also using that method to test the markets. For example, like the other book that I was talking about, but go and use affiliates, sell other people's products, and just see if there's room for one more book. And I'll go and get one written myself. Pay to test is great.

Brett: I like it. Okay. I want to quiz you about this. I want to know how to get more advertising for free. I like the email. I like getting that, because that's free. What way could any of our listeners get free advertising?

Trevor: Offline or online?

Brett: I think we'll stick with offline.

Trevor: To me, the simplest way is doing joint ventures with other people. For example, let's take your database, your customers. I might come out with a product or have a product to offer and I do a deal with you, where you offer it to your database. We split the profits 50/50, after costs. And obviously, you get half the sale, I get half the sale. More importantly, I'm getting those customers for nothing.

Brett: Okay, explain that.

Trevor: Well, I'll give you a real-life example. It was a guy called Tate Godfrey. Some of the listeners will know Tate. Tate's another copywriter and marketer from McCoy.

What I did with Tate was he sent me down 300 knives. He got me 300 of his best customers, to do a bit of a test. What did those knives cost me?

Brett: Nothing.

Trevor: 300 knives, they had purchased at least once before, and they're good customers. We came up with an offer, I paid for the postage and also the printing, popped the 300 letters in the mail. We had 15 sales at \$397.

The mailing cost, we got most of that for a dollar. That's Australian dollars in postage and not very much in printing costs. So we pulled 15 sales at \$397; \$5,955 in gross sales. For the \$300 plus the printing and the paper, sweet.

Brett: Yeah, that makes sense. That's a joint venture. And you can actually find people who have similar-type customers and you send out an offer to them. And you only pay for those guys when they actually buy something.

Trevor: You might have a pest control business and you've got an associate that might do carpet cleaning. You make a bit of a deal with the carpet cleaner, to make an offer to his customers, and vice versa.

Or you might have someone that does gardening, who's got a list of customers that are already at the place of business, where you can also do business and you can leverage off that.

Brett: Is there a certain type of partner they should be looking for? Is it someone who's in the same industry or someone who's not in the same industry?

Trevor: I don't believe they have to be in the same industry. What are your thoughts/

Brett: My thoughts would be that you'd probably not go for anyone in the same industry, because they would see you as a competitor. So they're going to say, "No, no. I'm not giving my customers to you." That's a very shortsighted way of seeing it, by the way. But I would think that would be the way most people would see it.

I guess my favorite question is *who else has my customers?* So if I'm a jeweler and I want to try and get some free advertising through a joint venture, "Who else has my customers?" "Who is not in competition with me?" is probably the extension of that question.

My first answer would be, "Photographers who are doing weddings would have my customers, because the next stop after a photographer is a jeweler to buy the ring, if someone's getting married.

So yeah, that would be a non-competing industry. You can ask yourself that question. I think you'll come up with a fairly large list of people you could approach.

Trevor: Generally, it's sort of related in some way. But definitely not the same industry. Most people think that's taboo and not see the bigger picture.

Brett: You do yours in the same industry.

Trevor: Yes. Look at you and I. We work together. You refer customers to me. And we're competitors, really.

Brett: Absolutely.

Trevor: But we don't see it that way. And Tate was no different. We did a second round, as well. We did some more mailings, did some more mailings.

So joint ventures is an exceptional way to go.

I've done some small, not so much joint ventures, but more sort of self-promoting for a few product releases online, where it's cost me nothing and it's generated sales. You can't argue with that.

Brett: No, you can't. I want to start wrapping this up in just a moment, but I'd like to cover another point. I want to push this a little bit further, so that people leave this recording thinking, "Goodness, I got some value from that."

I want to touch more on free advertising. We've talked about all of the cheap ways and now we're touching on something that's free. You don't pay for it until after you've actually made some sales.

But there's another technique I want people to realize, and that is the publicity angle, as well. Do you have any experience there or can you give any tips on what people need to do to get some free publicity?

Trevor: Well, my own experience really comes through the association you've got with Brian James in Melbourne, using the media for free publicity. You're probably the best one to talk on that angle.

But if you've got a very interesting story and you use the copy in the right way, to get the radio – whether it be radio or TV or the press to do a story on you – that is a brilliant way to get free publicity.

Brett: How do you do it? You see people on TV getting publicity. Sometimes on the news, sometimes on current affair shows. So what is the process? What do you do?

Trevor: Well, most of you should take note of the programs on TV. Most of you can go to their websites and submit your own story.

Brett: So you can actually go to their websites, and there's actually sections there for business owners?

Trevor: Submit, tell them what you're about. There are some very good companies like Brian, who write a bloody good press release, that people have used to pull in hundreds of thousands of dollars in a few months by simply getting some free publicity.

Tell us what happened with the old World War II pilot in the mail order business.

Brett: Oh, right. We had a guy called Bill Grey. He was going to speak at a seminar of mine as a special guest. So we used the publicity angle to get some free advertising for the seminar. And so we actually let the media know about him. He's an 87-year-old World War II veteran and he used to fly bombers across Germany, things like that.

So we thought that's fairly newsworthy. But he also happens to be very good at advertising and makes about \$2,000 a week, and he's 87. He does it from home in Dee Why. He has his own information products, books and tapes, and sells them using the exact techniques we've covered here today.

Trevor: There's an angle on that story, as well. Usually, the war, but the mail order part used a different angle.

Brett: And that's the important point, the **angle on his story**. No one is interested in your business. No one cares. They do not care about the fact you sell nice pies or the fact that you're the best at carpet cleaning. That's the problem.

Trevor: You could just be a roofing restorer. You wouldn't write to say Channel 9 and say, "Let's do a story on roof restoration." But you'll have a pretty good chance if you cover the angle that there's been so many rip-offs, elderly people getting ripped off by people coming in saying they're going to repair their roof and then do a lousy job.

So if you took the angle of saying, "Hey, I'm happy to do the work for free for anyone that's been ripped off in the past. I'll come in and do the work properly, as a freebie."

Now, they're going to say, "Wow! I want to talk to this person." You can send it by fax. If you're not sure how, then you just ring them up.

Brett: But what do you send, Trevor? What do you send?

Trevor: I did a one-pager, again add lines of key points as to what you're about, what you think the listeners may want to hear.

Brett: So the power of a letter here, was it demonstrating the power of a one-page letter in this.

A simple letter to a local studio, TV station, radio station, could actually have you on radio or on TV.

Trevor: In a nanosecond, basically.

Brett: And you're not paying for publicity. The best advertising of all.

Trevor: And you got your voice on ABC, what, 6 months ago or so?
Using the same technique.

Brett: That's right. I do that so to prove to people that it can happen. And it absolutely does.

Again, it was just a one-page letter, a one-shot press release. And within 3 hours, I was on the radio, live.

Trevor: So the free publicity angle's there. I think most people probably feel they should write a story and tell the media how good they are. But no one gives a rat's.

They want to see the angle is for their audience, their listeners, and how they can be helped.

You've got to watch these shows. It's always some sort of con artist has been caught on tape or there's a good boy story in here somewhere.

Brett: Yeah. They can always go to newspapers and watch current affair shows and see how they're doing the stories and think, "How can I model that?"

Trevor: Yeah.

Brett: Okay. Trevor, I believe we have been going through some simply amazing techniques. And if you're listening to this at home, I think you'll understand how simple this really can be.

We've given you a whole heap of techniques. But some people might think, Trevor, that it's all too good to be true, that we're trying to pant this lovely picture and there has to be a catch. Would you like to answer that sort of question?

Trevor: Look, there's no catch. A lot of these techniques and systems or marketing systems have been around since the 20's and 30's.

The only real change is that technology's made it a lot easier for people, these days, to implement them.

So from what I can say to people, if it's good enough for people back in 1926 and 1930 to use these techniques and make some serious money, it's good enough for us to use them today.

There's no catch. No one's trying to rip you off. You just simply take the time and have the patience to increase your knowledge when it comes to marketing and advertising, and test. Test and measure. If you go out like a bull at a gate, I guarantee you'll get hurt.

Brett: Also, the realization that you can actually do it yourself, that you actually don't need all these experts around you to help you do it. You can actually do it yourself.

When you do it yourself, you've got to be prepared to learn. And through testing and measuring, it's going to show you how to get the biggest bang for your buck. Your market's going to tell you what they want. And you're simply going to give it to them.

And when you actually do this and try it out, the techniques that Trevor's talked to you about today, you'll be in shock. You'll actually be in amazement, as to what can happen. And you don't even have to be an expert in this area of marketing. Just find these little techniques.

Trevor: I'll finish off with a story of some clients from a couple years ago, who were literally in their 60's. And I've done the traditional marketing and all that B.S. They'd taken out a front-page ad. Over a 14-month period, they got no sales. Front-page, every fortnight, was \$770 a pop. It's a pretty expensive little exercise.

They had a \$14,000 yellow pages ad, which broke even. So they got their customers for nothing, so it's not too bad.

We used basically some techniques that we've spoken about today, made an offer to the most important people on their own database.

They sent out 1,776 letters offering a \$50 free gift, no strings attached, walk into the business, hand over the letter, grab something for \$50 and

walk back out the door – if they wanted to – which is pretty ballsy marketing. Correct?

The sales were 167 people came in. That's about a 9.4% response to letter one. And they generated \$43,000 in gross. It cost them \$900 in postage, obviously plus printing of a 2-part letter, and some time to do the envelopes, by applying techniques they'd never heard of and were afraid to use for a few weeks.

So don't be afraid. Just do a simple test and find out whether it works or not.

Brett: Powerful, my friend. Let me just take it to bit of a rerun of the actual things you've discovered in this recording.

We talked about the lead generation concept; the fact that you don't actually have to advertise your business in all its glory, right upfront. You can actually generate leads first, get them to call you out of interest, and maybe offer a free report, a free CD, a free coaching session, a free consultation. And then, you can turn them into customers.

You can even offer your product for free, just so people can try it out. We talked about that, giving away your product or service. And it's investing in your product or service, as opposed to investing in the advertising.

That's where the power's at. That's your best asset, your product or your service. Trevor's told you about that.

He's talked to you about testing and measuring, and the power of this concept. If you don't understand it, then you need to go back and listen to this again.

But the power behind that concept that Trevor's given you, of testing and measuring, can actually revolutionize your business. We've given you examples where I personally have had changes in response of 3,000% just by changing a headline.

Trevor's had success after success with that. Why aren't you using it, as well?

He talked about newspapers, how to save money on newspapers.

Another technique for advertising your business for under \$500, fax broadcasting, flyers, postcards.

He's actually taught you how to save money on newspaper advertising, with remnant space, sometimes also called distress space. So phone up your local newspaper and see what they've got.

We talked about smart positioning; how you aren't actually position yourself in the market where you're actually wanting every single person to come to you. You only want the guys that actually are going to be your customers, that meet one or 2 or 3 criteria. They're your guys. Not every single person is going to be your customer.

So you can reduce your spending, because you're not going to advertise to everyone.

We talked about offers, how to create offers. And one of the things we focused on most is the free offer. How can you give it away for free, because it's much, much easier to accept something for free than to have to hand over some cash. So if you can give away something for free, that's a really, really powerful offer.

Your database. One of the most important things in your business, is to build a database. If you do not have one yet, you heard us talk about the database. What can you do? Because once you built it up, it's like a guaranteed income for the rest of your life or for the rest of that customer's life, at least. We can keep on going back to them via email, via letter, at very, very low cost.

We talked about online strategies. Pay-per-click and ClickBank.

Pay-per-click is when someone clicks on your ad and you pay for it. ClickBank is actually where you sell someone else's products and get paid a commission when you send someone to their website. That could be a whole subject on its own. It's a very powerful technique for you to be aware of. And Trevor's told you about that.

Then we talked about how to get some free advertising. We tried to go even further for you, joint ventures and publicity. That's what we finally finished on there.

And if you can't get some good material, I don't know what you've been doing for the past 70 or so minutes.

So I'm going to finish up now with Trevor. Hey, listen, is there a way that if anybody wants some more information, they can contact you, Trevor?

Trevor: Certainly. My free marketing newsletter site, which is www.theTrevorCrookLetter.com. They can subscribe to my newsletter there. There's plenty of free archived newsletters as well, which is full of good marketing and copywriting tips.

And there's also some free audios they can listen to. There's one for a marketing makeover with somebody, somebody else's sales letter I've pulled apart and put it back together. So they're there for you. They can go on the list anytime they want to. And obviously, they can contact me that way.

Brett: Okay, very good. I think you've given a lot of yourself there today, Trevor. Thank you very much.

Trevor: Thanks, Brett.

Brett: And people now know where to get some more information.

This is Brett McFall from www.BrettMcFall.com

What I want you to do with this information is to read it again. What are you now prepared to do to get sales happening now, using those techniques we've given you? What action are you going to take tomorrow? What action are you dying to take on what you've learned? That's only when these techniques become powerful for you.

I wish you the very best. Thank you.

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