

Special Report

**The Ultimate**

**Lead Generation Machine**

---

**Mailbox  
Millions**

*by  
Dan S. Kennedy*

# **MAILBOX MILLIONS**

A "top secret" Financial Formula and a Moneymaking Plan suitable for just about ANY business and certainly any true entrepreneur, *revealed here!*

by Dan Kennedy

*They say you never forget your first time.*

I will never forget the first time I went to my P.O. Box, found a little slip in it directing me to see the clerk instead of the usual few pieces of mail, then, at the counter, received two gigantic cloth sacks filled with envelopes stuffed with orders and checks and money orders. That was almost 40 years ago - before the internet was even a gleam in Al Gore's eye! Before Mark Zuckerberg was born. But I'm only 58 - I'm *not ancient*. There's just been rapid, dynamic expansion of media with which to make "mailbox millions", and some of the million by-pass the physical mailbox and get directly deposited to your bank account. The opportunity has only gotten better. But it is a grievous error to think for a second that the "architecture" of direct marketing success, the methodology of generating leads and converting them to paying customers has changed. It has not. In fact, the core process for converting whatever value you can offer - whether that is dog whispering or how-to information or dentistry or you-name-it - to top income and wealth remains steadfast, to be known, mastered and used by those who will. Further, throughout all the media changes and expansion, beginning with TV in 1950 right through to social media now, only ONE media has stood unchallenged, as THE most reliable, most relied on, most productive moneymaking media. It is direct-mail.

Let me summarize that point: while the quantity and diversity of media has expanded exponentially, and opportunity with it, the success methods for making use of media, to build businesses and fortunes, has NOT changed. Confusion about that causes a lot of frustration and failure.

So this is a Special Report about several things. It is about the core process: how value is created, marketed and exchanged, by successful entrepreneurs, service providers, product developers and creative people. It is about the replacement of repetitive manual labor with productive media, and media filling marketing funnels. It is about the vital roles of direct-mail in ANY and EVERY successful business' media mix. It is about increasing income from and value of ANY KIND OF business. And it is about how I have helped so many make small, mid-sized and giant fortunes through applied direct marketing. Finally, it's important to know what this Report is NOT about. It is NOT about B.S. - it is *not*

about fads, figments of imagination, saying things that are easily agreed with just to avoid being branded “out of it”. It is *not* about new bright, shiny objects that glitter as fool’s gold but enrich only those selling the objects – who move from selling one to the next and the next. And it is *NOT* FOR those who prefer a good, inspiring, exciting “story” over solid facts and fact-based plans.

### **WHY YOU SHOULD TRUST MY COUNSEL ON THIS SUBJECT, OF HOW TO REALLY USE MARKETING TO FUEL BUSINESSES AND CREATE FORTUNES**

My track record as a ‘Millionaire-Maker’ is well documented and celebrated. My friend and colleague Brian Tracy wrote, “Dan Kennedy’s ability to get results for his clients is *unchallenged*.” Last year, my small group of private clients in the info-marketing space generated over \$350-million. But I have clients in other fields too, including financial services, health care, B2B, and consumer product categories like skin care and beauty, nutrition and weight-loss. More than 85% of the clients who work with me once do so repeatedly. A client everybody knows by some of its brands, like Proactiv acne treatments, and for its celebrity-laden infomercials, Guthy-Renker, has been working with me for more than 20 years, as they’ve grown from a start-up to a 1.6-billion dollar empire. My knowledge about how direct marketing riches are really made and my ability to turbo-charge any business’ inflow of leads, prospects, customers, clients or patients *isn’t* really open to question.

Candidly, despite this reputation, it will still be difficult for me, in this Report and the linked online video presentations, to persuade the majority who hear me out, that I am right, and am bringing them something they *MUST* pay heed to. *I expect to fail with the majority*. I am presenting some things that are out of favor and not of popular interest, thus I’m going against the *common* thinking, and will need to find unusual people courageously willing to do the same. So, before we dig into details and into the “meat” of this Report, I want to make two introductory statements about YOUR thinking about what you are about to read, and what is being presented to you in the videos:

First, the majority is always wrong about money. The stampede is always headed in a wrong direction. The stats tell us so. In every field, every profession, every business, every product category, the income and wealth is arranged just as it is with the population as a whole: concentrated in the hands of a 1% minority. This does not occur by accident, cosmic force or even vicious injustice. Money follows effective business practices, more often than not. If you are influenced by what is in vogue with everybody you know, with the 99%, you are making a choice; you are inviting *their* results. Most business and income breakthroughs, most fortunes are reached by roads *less* traveled.

Second, facts are facts. The very successful fashion retailer, J. Crew, *mailed forty million catalogs in 2011* and plans to mail more this year. They have brick and mortar stores, they have a very robust e-commerce platform, they have a team of crackerjack social media and online folks, and they have virtually unlimited resources, and they sell to a wide age range of customers, from 25 to 45, the majority of which do shop online, are engaged with social media. So, why in the blazes are they pouring hard dollars into hard media, preparing, printing and snail-mailing forty million catalogs? Is their CEO a dumb dinosaur? Hardly.

They are doing it because meticulous tracking, data and facts reassure them each year that this remains their #1 most productive means of generating leads, creating new customers, and of driving online traffic. In this Report, I'm going to talk about postcards, a direct-mail media, and many of you would rather hear about Twitter or mobile marketing. But the empirical facts are that more sales revenue was created last year with postcards than with Facebook! More importantly, hard-measured return on investment has postcards far, far out-performing social media. Grant Miller owns tanning salons and caters to youngish customers. His postcards return \$8 to \$18 for every \$1 spent, accurately, perfectly tracked. If you knew for fact that you could invest a dollar today and harvest eighteen dollars by a week from Friday, how many dollars would you like to invest? **This is at heart of Mailbox Millions: known, formulaic, accurately measurable returns on investments.**

**IF YOU ARE ROWING FAST AND HARD  
BUT NOT GETTING ANYWHERE....  
...three reasons why, revealed**

If you have been devoting a great deal of time and energy and, maybe, money to learning and trying to drive traffic, make sales and create customers with a myriad of online media and activities, and have found it damnably difficult to replicate the glorious 'case histories' you hear stories about, I am here to tell you there is good reason. First, many tell the same *few* stories. Second, the "referees" arbitrarily change the "rules" often, voiding much of the advice you got yesterday. **Third, much of what appears to be an "online success story" is actually DRIVEN BY OFFLINE MEDIA**, and the result of a 'media integration strategy.' The blockbuster newsletter promotion of 2011, for example, that is widely credited to the online video, EndOfAmerica.com, had a huge share of its traffic driven by print, TV, radio and direct-mail. I have a client who happily brags about his online sales letter generating over \$10-million a year. He often neglects to mention the 4-page sales letter and the postcard I wrote, that he mails more than 100,000 a month of, driving that traffic. If you go to the zoo and observe a giant hippo lolling about in the water, you probably won't know that his health depends on swarms of tiny fish that swim into his mouth for protection from predators and live by eating from the food pieces stuck between the hippo's teeth, thus acting as floss. What is unseen by casual observers is often at least as important as what is shown to those observers!

**Quickly, don't get me wrong. I am *not* "anti-internet".** I have large sums made for me with online media, and I work with it, with clients, every day. And many of the "Names" of the online marketing "cool kids club" as well as its elder statesmen that you might know are my 'students' if not clients, have been and are in mastermind groups I chair, and come to me for consulting, at base rates upwards from \$18,800.00 a day. This includes Ken McCarthy, Yanik Silver, the late Corey Rudl, Frank Kern, Ryan Deiss, Perry Belcher, Rich Shefren and many more. You are reading this Report thanks to an online media event orchestrated by GKIC, with my direct involvement. I am NOT anti-internet. But I am strident and insistent in placing it in accurate context; *not* seeing it as a business; *not* believing it somehow has "changed everything."

**We are about to discuss a true SYSTEM for creating virtually any income you desire from direct marketing that is, in fact, formulaic, reliable and manageable.** It can be applied to any small, local business to trump competition, protect profit margins, and attract a steady stream of new customers. Or it can be applied to drive larger fortunes through national or global marketing of any products, services or information and education. I bring absolute, well-established, historically reliable, "NO BS" approaches currently used by the leaders in every product and business category. You will read how business growth is REALLY fueled, how fortunes are REALLY made.

Now the disappointing part. This is not a "come-on" for some new, razzle-dazzle way to make millions while you sleep with an online traffic fountain or Facebook marketing gimmickry or anything online (although it can get you *actually* making money with online media tied to it). Nor is it a "new" business altogether. I'm afraid it isn't anything *new* at all. **This "proposition" of mine requires someone with a sensible and serious attitude toward marketing.** If you are an easy-button seeker, a perennial buyer of fads and gimmicks, a person always seeking a single magic pill or simple answer; *if you are unwilling* to engage in sophisticated, complex business processes; and/or *if you aren't* seriously motivated to make a great deal more money and erase fragility from your making of money.....what I'm about to explain will be an instant turn-off, and you'll be able to skip reading the remaining pages. Please feel free. I am at the point in my life when I have no need whatsoever to worry about acceptance of what I offer, so I'm often catering to my own interests, and putting out exceptionally valuable information - my treasures of a lifetime - even if the number capable of grasping the true import is small. I fully expect as few as 1% to no more than 2% to "get it", and 98% to 99% to reject it out-of-hand, and so be it.

**This is about a 'road to riches less traveled' ....but traveled by many if not most who create substantial wealth "from thin air" via marketing, the ultimate alchemy.** Even though it involves *the* chief engine of commerce and wealth, the

majority of businesspeople *are* disinterested in it! – *and increasingly so*. I know going in that I haven't a prayer of persuading most getting this to join me on this road. But neither you or I need concern ourselves with what 'most' think or do. Here, now, you need only concern yourself with what YOU think and decide to do. Buddha famously advised: "Believe nothing, no matter where you read it or who has said it, not even if I have said it, unless it agrees with your own reason and your own common sense."

## THE ROAD I'D LIKE TO CONSIDER DRIVING YOUR BUSINESS ON

This road involves 'multi-media integration' for lead generation.

That means, first, a focus on lead generation. Leads are lifeblood. *Not just traffic*, mind you, but leads. Steady inflow of good leads interested in your category of product, service, benefit, solution, expertise or information, and willing to consider your proposition, and able to pay your price if persuaded to buy your goods or services. Interested, willing and able. A good, healthy Lead Generation Machine performs most of the functions of obtaining that steady inflow of leads automatically. Efficiently. Reliably. A good Lead Generation Machine is never left overly dependent on any single source, but utilizes a diverse variety of sources and media. And a good Lead Generation Machine sensibly integrates offline to online media, and online to offline media, to achieve optimum monetization of every lead. Anything less complete than this may have you hunting and gathering leads but not owning a Lead Generation Machine. I would suggest stopping and re-reading this paragraph, as it is definitional. I've put it here a second time, with the component parts numbered and key points boldfaced...

*A proper Lead Generation Machine produces leads. Not just traffic*, mind you, but leads. **(1) Steady inflow** of good leads **interested in your category** of product, service, benefit, solution, expertise or information, and **(2) willing to consider your proposition**, and **(3) able to pay** your price if persuaded to buy your goods or services. A good, healthy Lead Generation Machine performs most of the functions of obtaining that steady inflow of leads **(4) automatically**. **(5) Efficiently**. **(6) Reliably**. A good Lead Generation Machine is never left overly dependent on any single source, but **(7) utilizes a diverse variety** of sources and media. And a good Lead Generation Machine **(8) sensibly integrates** offline to online media, and **(9) online to offline media**, to **(10) achieve optimum monetization of every lead**.

Owning such a Machine for your business(es) is a wonderful thing! Of course, a machine needs fuel or power. For a Lead Generation Machine, that means media – and that gets us to the mailbox. Of all the offline and online media you may choose, use and integrate, I want to, in this Report, make the case for: direct-mail.

I know, I know, I know - mail seems stodgy, in this internet age. But I've worked - and work - with *every* media. I've spent weeks on end, again and again, in Hollywood and elsewhere, shooting TV infomercials with stars of stage and screen. I'm intimately involved with companies and entrepreneurs just about living online, as far as outsiders see, from the Observation Deck. But if you were inside their fortune-making machines, you'd see that their wealth is *tied to postage stamps*.

And I am here to assert that NOTHING ELSE can deliver the riches that direct-mail can and does *when it is fully understood and properly deployed*.

It can be the means of extracting a fortune from the most ordinary products. Consider Ben Suarez' gigantic money machine built around the Eden-Pure heater. *Basically, a space heater*. (See Exhibit#1.) The know-how to assemble this direct-mail piece, secure the best lists for it, mail to the right segments in those lists, and fully monetize the customers makes millions every month. **Could a local hardware store flood their store with customers for a "winter home heating event" IF THEY KNEW the insider secrets of a direct-mail business like this? Yes.** It doesn't matter whether you are a global or local marketer, MAILBOX MILLIONS is for you. And, with decades of experience, unlimited resources and access to any and all media, why does Mr. Suarez rely so heavily on direct-mail? Why not just use easier, cheaper online media? The "big dogs" of direct marketing in *every* product category from space heaters to publishing to you-name-it ALL, STILL heavily rely on direct-mail. And it is FAILURE TO UNDERSTAND HOW THEY CREATE SO MUCH WEALTH WITH IT that unnecessarily binds, limits and restricts local businesses to "small" and "struggle" - and leaves them vulnerable to being eaten by commoditization and cheap-price competition. It is this same FAILURE that prevents many entrepreneurs from building big, profitable, valuable businesses. As long as you may continue to deprive yourself of THIS knowledge or to deny its importance to you or decry its complexity, you choose to operate your fortune-making WITHOUT THE #1 MOST POWERFUL WEAPONRY.

Yes, I am here to tell you that a CHIEF COMPONENT of the Lead Generation Machine you build for yourself SHOULD DEFINITELY, ABSOLUTELY BE: DIRECT-MAIL.

### **WHY YOU SHOULD BE FASCINATED WITH THE INSIDER SECRETS OF MAKING MONEY WITH MAIL**

People who prosper possess advantage.

Most fools think it genetic advantage, upbringing advantage, even luck advantage. It is most often know-how advantage. People who prosper always know certain things others do not; most do not; competitors do not. They go out of their way to make this so. It's not accident. It is investment of time, energy and money. Healthy curiosity. Open-mindedness.

How to make money with mail – directly or by driving traffic online, there convertible to leads, or by driving prospects into stores, showrooms, seminars, or by creating appointments for salespeople, is a very valuable and somewhat secretive area of expertise. I was very recently hired for two days by the owner of a company generating hundreds of millions of dollars, he worth at least a hundred million dollars personally, to teach him and his key associates how to better integrate, support and fuel their successful marketing with direct-mail. This very wealthy entrepreneur was smart enough to know what he did not know, to seek out the person he judged best able to give him actionable know-how (me), and to pay what I required to do so.

This is about on-going power and strength in marketing. About reliability and sustainability. About insider knowledge comparatively few have. About new opportunity, at a time when it's most needed. About possessing transformative powers. In his time, one of the world's richest men – so rich he bought JFK's widow! – Aristotle Onassis said: "Wealth and power results from *knowing things no one else knows.*" Many people chase the next, newest, bright, shiny object, believing that the key to wealth is actually a physical object i.e. a different kind of web site or online video or gimmick. It isn't. It is about know-how. And *the* most prized know-how of the entire direct marketing world is: how to make direct-mail work. To this very day, the highest paid "gunslingers" in direct marketing are print 'n mail guys like me. By comparison, the people doing the web work are drones – many in caves in distant countries, working for peanuts.

*YOU should be fascinated – because the smartest and richest entrepreneurs and the largest and most successful investors are. Even Google uses direct-mail to sell its advertising services, and has discovered, in fact, that it MUST. Google. They own online media. They are buying printing and postage from others and mailing sales letters.*

### **And here are some more "amazing facts" about direct-mail:**

**•50% of consumers say they pay more attention to postal mail than E-mail.** – Epsilon Channel Preference Study, [Epsilon.com/channelpreference2011](http://Epsilon.com/channelpreference2011). That means, if you insist on communicating entirely or mostly with e-mail and neglect use of direct-mail, you may very well miss HALF the sales opportunities of any given campaign or within your list. **•26% of consumers rank direct-mail as more trustworthy than e-mail...only 6% ranked blogs and social media as trustworthy.** – Epsilon.

**•60% of consumers say they enjoy checking their mailbox and receiving mail.** – Epsilon. This research indicates there is positive emotional



pay-off to consumers in finding letters and other direct-mail that matches their interests in their mailbox, and further, that the opening of "fresh" mail and discovery of interesting information and offers is an activity they look forward to! Against this, consider that **65% say they receive too many e-mails everyday to open them all.** - Epsilon. • **A fast-growing percentage of people express frustration and RESENTMENT at e-mail marketing,** even from sources they have a good relationship with. - E-Commerce Alliance Research.

- **The preference for direct-mail even extends to the 18 - 34 age group.** - Epsilon

- **Tangible materials such as direct-mail trigger a much deeper level of emotional processing** and generated more activity in the area of the brain associated with integration of visual and spatial information than any other media. This deeper emotional processing better imbeds the images and ideas in the memories of test subjects. - "Using Neuroscience To Understand The Role of Direct-Mail", from a study by Bangor University and Millward Brown

- **98% of consumers retrieve their mail from the mailbox the day it is delivered, and 77% sort through it that same day.** - USPS data, reported in DM NEWS 2/11.

- **In 2011, the total volume of first class mail was depressed by 7%, but direct-mail for commercial purposes was up 3%.** - Target Marketing 12/11
- **More than 12-BILLION CATALOGS are mailed annually.** - Direct Marketing Association Statistical Fact Book. *Question: would companies keep mailing BILLIONS of printed catalogs if their testing indicated they could replace them with online media?* • **Investment in direct-mail for advertising purposes rose by 5.8%, from 2010 to 2011, encompassing \$48-BILLION.** - DeliverMagazine.com. *Yes, during a recession, spending on direct-mail rose. Keep in mind, huge numbers of dumb companies cut back and switched to online media, so to create this increase, the remaining users of direct-mail had to DRAMATICALLY increase usage.* • **Spending on political direct-mail in 2012 will top \$288-million, up 11.6% from 2008.** - Borrell Assoc./Direct Marketing News 1/12

- **"For the typical American household these days, nearly 2 months will pass between times a personal letter shows up in the mail."** - USPS/Associated Press. *Gee, d'ya think that just give your personal (sales) letter an enhanced opportunity?*

- **"NOTHING out-performs direct-mail for new donor acquisition.** Non-profits wish that social media, web sites, e-mail, etc. could do this job as well, but so far, extensive experimenting by the entire non-profit world has failed to come up with any way to survive and grow without *relying on direct-mail.*" - NP Economic Research

- **"The World's Largest E-Commerce Event! - Internet Retailer Conference & Exhibition was sold this year via a 32-page direct-mail piece.**

Facts are facts. If you do not know how to profitably use direct-mail to fuel your business, you are *deprived.*

**Why People Who REALLY Understand Selling Learn To Love Direct-Mail:  
ONLY A Direct-Mail Piece Is TRULY Salesmanship Multiplied**

**A salesman comes to a person's home, is invited in.** He and the homeowners, husband and wife, Betty and Ralph, get seated around the kitchen table. He unpacks samples and his flip-book or laptop with power points presentation. He goes through an organized presentation *with their undivided attention*. He hands them testimonial letters. He shows them photos. He makes his case uninterrupted, *and safely away from all his competitors*. His prospects do not comparison shop – they are engaged only with him. In this ‘isolation chamber’, he builds to a climactic point, and closes the sale.

If you've never sold this way, you may not appreciate the full power unique to direct-mail. It's probably significant that great ad men through the ages (like Ogilvy), great copywriters (like Halbert), very rich direct marketers (like Bill Guthy) have. I did. I've personally been in hundreds and hundreds of homes, at kitchen tables, on living room floors. I've knocked on doors and cold-called for appointments to get in. I've never forgotten the lessons learned. Tip O'Neil famously said that “all politics is local”. Similarly, I'd say all the best salesmanship is personal and person-to-person. All kinds of broadcast media (including online media) certainly has its place and its value, but **nothing will ever whip a good salesman sitting face to face with viable prospects**. It is the only *pure* salesmanship.

Online media *in no way* replicates this. An effortless click sends the prospect dithering about. He can end his viewing or reading at any moment. He does not have to be rude to anybody, stand around awkwardly while a salesman slowly packs his belongings. He just clicks. And he *watches it* all on a TV-like screen. It feels impersonal. There is no illusion of person to person, personal.

We can – and do – replicate the *structure* of a sales presentation in online media, but we cannot create a true one-to-one selling *experience*. In fact, placing our prospect at the computer invites and encourages poor attention span, flitting about, looking up things, “investigating”, comparing, thinking it over. It is the TV/remote control problem made worse. Further, it is a flat, passive experience. Looking at a screen.

**By comparison, think about how someone handles, looks at, and ultimately buys from direct-mail.** If the piece snags their interest, they sit down. They may have a beverage. They let it talk to them in the order the marketer wants to make his presentation. They can go back and re-read a paragraph for clarity. *They are one to one with the piece*. There are words, pictures, pieces, objects. A tactile experience. It can even be made to appear and feel personal: it might be hand-addressed, have personal details integrated in copy, sent by FedEx. Because the centerpiece can be *a letter*, it lends itself to a conversational style. It is, by its very nature, an involvement experience. It is as close to being there with the prospect at his kitchen table as we can get.

### **The Acid Test.**

Let me ask you a version of an old Halbert question:

if we kidnap your child and threaten to cut off a finger each time you fail, and give you choice of any distance media (not face to face, live group in room, or tele-marketing) for you to make a sale of "x", whatever "x" is - which media would you gamble lil' Susie's fingers on?

Unless you are most eager to save the cost of piano lessons, you'll pick direct-mail, and you'll build a thorough and elaborate direct-mail package. If you posed this question to the 100 richest "kings" of direct-marketing, 90 or more would give my answer - even those known for their success with TV or radio or online media. That's not idle speculation; I've posed it to a number of the kings; I've gotten their answer. (Of course, if you're especially clever, you'd lobby for an integrated multi-media attempt with direct-mail at its center. But if held strictly to one, the right pick is direct-mail.)

Still, direct-mail by itself is rarely the fortune-making-by-marketing approach to choose, even if you would. But it is best to build a powerful marketing process around it....

## **The Fortune-Making Truths about Media + Process & Money**

**OK, now we start to expand the horizon. We'll stop talking about direct-mail per se, and talk about direct marketing as a whole - and the way it drives business growth, expansion, sales and income.**

Here's a visible secret most aren't really tuned into. The more media a person or company can use effectively, the richer they get, the faster they can get rich, and the less fragile their success is. You might want to stop and think about that, long 'n hard. I've just uttered a million dollar statement.

The same week I was writing this, I spent a day with a consulting client, who built a professional practice from \$50,000.00 in income to \$1.5-million in income in 48 months. He has sold that practice, and he has a relationship with another professional paying him 7% of his gross for 5 years, for his advice, strategies and systems, and we forecast that law firm paying him over \$450,000.00. How is that he can create such dramatic and fast growth in this kind of business? You might think *simply* by spending huge sums on advertising - but you would be wrong. He's efficient. His ad expenditures tend to be 25% to 50% less than competitors with much smaller practices. His secret is:

he has 18 different media pieces working to bring clients through his doors vs. the typical practice's 3 or 4 or 5. He is walking, talking, living, breathing proof that the more media a person or company can use effectively, the richer they get, the faster they can get rich, and the less fragile their success is.

What a bonanza and breakthrough *TV* has been for Trump. Priceline.com was built not online, but on *radio*. The now famous South Beach Diet, a licensor to food items in supermarkets, books in bookstores, etc., was built to powerful brand by *direct-mail*. Dr. Chris Tomshack's 350+ chiropractic clinics and Matt Zagula's group of 60+ seven-figure income financial advisors' practices are fed by *newspaper FSI's* (free-standing inserts). Different people find breakthroughs with different media. But any business long dependent on one kind of media usually finds itself in trouble. The businesses able to use a broad diversity of media are strongest. And you find very few strong businesses that don't have direct-mail in the mix.

There are basically four verticals of media:

1. Print: Magazines, Newspapers, Books, etc.
2. Broadcast: (real) TV and radio
3. Online: paid, organic, social and affiliate
4. Direct-Mail

A 5<sup>th</sup>, if you want to add it, would be Human – encompassing salespeople, distributors, demonstrators (like the people giving out free samples in supermarkets), paid bloggers, and so on.

If you will *carefully* look at any and every wealthy entrepreneur or wealthy company, you'll find hardly any relying on *one* of these verticals; you'll find most using them all; and you'll find a disproportionate share of profit and/or of fuel for the business tied to good ol' #4. In fact, **if you dissect Buffet's entire investment portfolio, you would see a prime, instructive example of media diversity.** Buffet owns Pampered Chef, a home party plan company modeled after Tupperware, *using #5, Human Media*. He owns NetJets, which does a considerable amount of *print advertising* in upscale magazines, newspapers like The Wall Street Journal and Financial Times. He owns chains of furniture and jewelry stores, which drive business at the local level with *direct-mail, print, radio*; nationally with broadcast and online media. If we *closely* examined every company in the Buffet portfolio, we would find different companies driven by different media – but virtually all of them *using more than one vertical*, most using all, and many more reliant on direct-mail than a quick glance reveals. If you could get into the accounting records of all those companies, and do some very detailed analysis, you would no doubt be surprised at the percentage of their value and of Buffet's wealth is tied to direct-mail.

**MAKE YOURSELF STRONG!**

The last few years have been “tough times” for many businesspeople and, frankly, I don’t that changing anytime soon. The underlying fundamentals of the American economy offer no reason for optimism. Fortunately, the people most ardently following my advice have done quite well during the post-2008 apocalypse and continue to do so. They are the Strong, not just surviving but prospering, while others around them are frightened and anxious, seeing reversals of sales and income, and unsure what to do about it.

If you want your business to be strong and stronger than it ever has been, able to withstand long droughts and gale-force storms, and you want to be personally, financially strong, you will follow the Buffet model: you will be invested in diversity when it comes to generating lead flow convertible to customers. *Diversity equals stability.*

What I do for my private clients is *integrate media* from as many of the four categories as possible, often with direct-mail playing more than one role. This is *like taking a number of strands of twine and weaving it together into a very strong rope*. Some of these businesses have online sales media at center, with direct-mail the driver of leads to it, and direct-mail behind it, in several roles. Sometimes those businesses are falsely thought of by observers as internet marketing or e-commerce businesses, yet the “juice” in them is direct-mail. Multi-step, multi-media marketing systems are the engines of many successful businesses. I CAN DO THE SAME FOR YOU IF YOU’LL LET ME: guide in taking as many strands of twine as possible and weaving them together into the strongest possible rope.

## The “Rich” Financial Formula

**Most marketers FAIL** to exploit every opportunity presented by their advertising, lead flow and customers because their systems are insufficiently complex (!), have too few steps, have too little integration, focus too much on the cheapest or easiest media pieces, and make poor use of direct-mail. In many cases, I can **at least double income with the *existent* products, sales pitches and leads and customers by assembling a more complex and sophisticated, integrated system** – somewhat akin to the difference in amount of juice you can get out of a melon with a cheap, discount-store juicer vs. a professional-grade, sophisticated piece of equipment like a Vita-Mix. Further, **with a fully integrated system for “extracting the most juice” from each and every lead in place, business owners can afford to do a lot more to generate leads and to invest more in each lead.**

I have just the Financial Formula that can transform your business life. #1: owning a fully integrated system that extracts maximum “juice” from each and every lead = #2: empowerment, to be more

aggressive, creative and diversified with lead generation and #3: cheerfully invest more in each lead.

Now I want to point you to *WHERE* the wealth is, in business.

There's an old country-western song with the line "looking for love in all the wrong places." I guarantee most people are looking for wealth in all the wrong places.

## **Lists, De-Mystified**

Many people are stymied in their use of direct-mail by the belief they can't get good lists, or the difficulty or complexity of doing so. That's a shame, because there is **no other place in the world where there is more stored wealth** than in mailing lists. In fact, all the money you could ever want is already pulled together for you, waiting in lists. If you know "the combination to unlock" the wealth contained in lists, any money worries you have would quickly and permanently disappear, and the power to fuel any business' success is yours.

### **From "Zero" To Cash Millionaire In 48 Months**

In 1983, an older gentleman, a friend, came to me, confessed his poor income despite his celebrity in certain markets, and asked for help with some sort of "last hurrah" to fund a good retirement. He had assets: reputation, capability, products. In these categories he had assets many would envy. But he was living month to month. *In four years, I made him a cash millionaire.* Completely debt-free. One million dollars in the bank. And I knew within 60 minutes of conversation that I could do so and how I could do it - because I knew of the list that he could withdraw all the money he wanted from, and I knew it would be possible to use simple direct-mail pieces as the withdrawal slips. The list was laying there, waiting to be "asked" to fund his retirement.

Others may offer fantastical promises about permanently ending money worries. Many would have you believe you can do so merely by altering your innermost thoughts and manifesting your desires. Others would have you believe you can do so with a thing - a web site, a Facebook page, a product. None of these actually tell you *WHERE* money is to be found. Here is *that* answer:

**Names on lists contain money, like cells inside a cactus contain water.**

If someone else is investing heavily in collecting names with a certain common interest, and you can figure out how to reach inside those names and pull out money, you have *the ultimate leapfrog opportunity*. You do not have to figure out how to find the people with this key interest; *it has been done for you*. You do not have to spend the money to assemble these people; *it has been done for you*. Most lists are the end-product of needle harvesting from giant haystacks.

They represent far greater “quality value” than you can find with the same number of prospects reached by other means.

(There are many ways to be a leapfrog. Joint ventures, securing affiliates for your offer, so that others not only open the vault door to their lists for you, but help you carry the money out. There is the siccing of your own Lead Generation Machine at a list. Many ways – and in the remaining video sessions, I’ll offer you shortcuts to all of them.)

At the local level, even mass, sloppy, demographic lists can be sources of wealth – if part of a sound, complex marketing system. Consider the company 3-Day Blinds, from which we bought about a \$1,500.00 job. We called them *because of a postcard* sent to us in the mail, I imagine sent to every homeowner (excluding renters) in a certain zip code. If they got, say, 1/4<sup>th</sup> of 1% response, it took 400 postcards to get us. If 1/16<sup>th</sup> of 1%, it took 1,600 postcards. If that cost, say \$500.00, and all it sold was a \$1,500.00 job, not spectacular. However, if they then had a good system for (a) upselling to do additional rooms, (b) for securing referrals, (c) for reaching out to immediately adjacent neighbors, and they could clone us, at nominal added cost, their cost per sale drops from \$500.00 to, maybe \$300.00. If they could multiply us to two more, their cost per sale drops to, perhaps, \$100.00. If they had a little consortium of home furnishings, floor coverings providers and remodelers they represented and referred to, who paid them backwards commissions, they could lower their cost per sale and boost their profits further. And – most important – because of the ‘moving parade of interest’ factor among homeowners, they could mail their postcard or a series of postcards in rotation into the very same list with significant frequency, presuming they could get their cost per sale low enough that 1/16<sup>th</sup> of 1% response made a nice profit.

You really should re-read that paragraph. It tells you exactly what 99% of business owners *won’t* do even if a pathway to riches is clearly shown to them. Most simply won’t do the work of figuring out how to apply what I just described to their business. Anybody CAN figure it out, for ANY business. But only a very small minority understand the importance of doing so, and appropriately invest time, effort and money in learning how.

**There’s also a SECOND side to the gold coin of lists....**

**There’s Probably A Lot of Wealth  
Waiting To Be Extracted From Your List, Too**  
(and/or a list someone you know owns)

The concept of “stored value” is a very important one. Your own lists – current customers, past customers, unconverted leads, new leads; these lists are all cactuses that contain hidden money.

Let me give you one quick example, of one “self-contained” strategy for converting leads to cash. If you do nothing but take this and use it, you’ll have profited nicely from reading this entire Report! Some years ago, I worked with a client who sold a course on: how to get a job on a cruise ship. He generated a lot of leads from advertising in many different places, including city newspapers in over 200 cities, and had a reasonably good sales process, selling courses from \$300 to \$1,500, and making a nice profit despite selling to only a small percentage of the leads. Each month he generated thousands of leads, sold a hundred or so courses. After a couple follow-up steps, he simply gave up on the leads. He assumed a price problem. I did not. I theorized that a goodly number expressing interest liked the romantic idea of traveling the world for free on cruise ships, but when presented with the picture of everything they would have to learn and do to secure these opportunities, found that too complex, too difficult, and not to their liking. That didn’t mean they had changed their mind about *the idea of* traveling the globe and cruises. I had him develop two different courses – one having to do with 51 unusual opportunities to make money in activities related to travel, the other about obtaining deeply discounted cruises, resort stays and vacations. (This was, incidentally, before Priceline and Travelocity.) These, presented to the unconverted leads he’d judged valueless, produced about \$10 net profit per name. In a year’s time, this was worth over a quarter-million dollars. (If you can take an EXTRA quarter-million dollars out of your business every year, in 10 years, with small interest or dividend yield added and compounded, you accumulate about \$4-million. I’m not called ‘the millionaire-maker’ for nothing.)

I’ve described only one strategy, which can be summarized as: **offering a slightly different solution to an expressed interest, after the first offered solution is rejected.** Make a note. YOU can use this. Heck, IT ALONE MIGHT MAKE YOU A MILLIONAIRE! There are, of course, *many* other strategies. The point is that people who reject a particular proposition still may have considerable value if monetized in other ways. People who don’t respond to online media may respond to offline media and vice versa. If you own lead flow and are creative and flexible, you can always make money. There’s never an actual shortage of money, but there’s often a shortage of imagination.

Few understand where the untapped money is in their lists or how to obtain it. I do. And if you can see from what I’m saying here that I bring sophistication, strategic thinking and actionable tactics that, frankly, you just don’t get elsewhere, remember that later in the video series, when you get an opportunity to use my latest shortcuts. The more YOU know about extracting cash from leads and lists, the more aggressive you can be about lead generation and list-building, thus the faster you can ramp up income, customer numbers and your business as a whole or, if starting from scratch, the quicker you can get traction. **If you want SPEED of growth, this is its best fuel.**

**Next, I’d like to talk to you about SECURITY.** It’s one thing to be able to create promotions or ad campaigns, run a sale at a store, put on a webinar that sells; by any or varied means, create what I call ‘an Income Event’. That’s fine. It’s useful to know how. But never lose sight of this: that is not something you



OWN. That is something you DO. I'm hoping to motivate you to OWN. To create and own assets that can be relied on for on-going and reoccurring income, for steady income. The guys who are very, very good at creating big 'income events' privately express their anxiety and fatigue to me. They worry about a flop. They go months with little income. They tire of having to invent the next new hit. **They live on a financial and emotional roller-coaster. In reality, they have a periodically high paying job, not a business.** Contrast that with a client of mine who keeps about 18,000 leads in play, worked for him by his Lead Generation Machine, at all times, systematically and consistently harvests about 1% of them each month, at average first year customer value of \$2,600.00: steady, stable, predictable income of \$468,000.00 a month plus stacking income into subsequent years in the life of each month's customers. **He is off the roller-coaster. He stands on solid foundation,** as he explores opportunities to improve the business and/or grow the business, and he has the power to out-spend his competitors for marketplace dominance. *Think carefully about what you aspire to. Be aware of all possibilities.* And when you choose a "Guide", choose one who has gotten himself to the kind of destination you seek. For the record, I've been off the roller-coaster for decades. I put in place a solid foundation of reliable, steady, continuing income.

## **The Only Sure Path to Security And Stability**

*What do all these businesses have in common?* Red's Grapefruit Farm. AARP. Boardroom Reports. The Wall Street Journal. Agora. Omaha Steaks. The two largest nutrition/vitamin companies you've never heard of unless you're on certain lists. Tempur-Pedic beds. Craftmatic beds. Costco.

*Answer:* they all own a front-end, new customer acquisition direct-mail 'control' that they've been using continuously for at least FIVE YEARS. These assets bring in a pre-determined number of new customers month after month after month, predictably and reliably. *If your business lacks that kind of predictability and reliability, you should envy them. And, if you've a brain and long for sustainability and security, you should become iron-will determined to "crack this code" as your number one priority!*

American Express had a cardholder acquisition letter they mailed

continuously for TWELVE YEARS without a change - bringing in cardholders worth over a billion dollars. IS IT POSSIBLE TO CREATE AND OWN A MARKETING ASSET YOU CAN PROFIT FROM FOR TWELVE YEARS RUNNING IN ANY MEDIA BUT DIRECT-MAIL?

I defy you to do it with online media. I defy you to do it in broadcast. I challenge you to do it in print. YOU CAN!

If you are or aspire to be an info-marketer, know this: I work personally and privately with about 20, most well-established, most generating low to mid 7-figure incomes. *In the ugly times since late 2008, the only two who have seen their businesses crash and struggle and fight for survival are the two who were not and are not yet making good use of direct-mail.* The high income of their businesses **had no stable foundation** beneath it. The most prosperous of these 20 by far, with growing dominance in his niche, remarkable year to year growth, and escalating personal wealth has front-end, new customer acquisition direct-mail campaigns he uses aggressively. If you want to build a business to last, you *will* incorporate direct-mail. If you want to grow a business *big and fast*, you'll crack the code of new customer acquisition with direct-mail.

There is no "substitute" for those last two statements.

I happen to own a world record in the TV infomercial field: 8 consecutive, uninterrupted airing – virtually every day – of a half-hour, *lead generation* show. No other writer, producer or company – even much bigger and better funded companies – have come close to that long a run with a pure lead generation show. My secret? My 8-years-on-air all-time world record with the infomercial was *possible only because of successful direct-mail* to the leads generated by the show. And the exchange or sale of those leads to two other marketers who then used only direct-mail to monetize them. Without that, we'd have been off the air in a year. That entire exercise made my client a retired multi-millionaire in 8 years. It might appear to be thanks to TV, but in reality, it is Mailbox Millions driven with direct-mail.

**This is one of the reasons I am so *passionate* and *riled up* about this subject.**

*It frustrates me no end and at times enrages me* that I am unsuccessful at persuading otherwise smart entrepreneurs who I like personally, who I have client relationships with, to dig in and make this work for their businesses. Inevitably, I see them go through times of struggle and strife, even crash and burn, that could have been prevented had they heeded my advice on this, and made it a priority. I hate seeing bad or terrible things happen to good people. It drives me crazy that clients who listen to me about other matters and profit greatly by doing so stubbornly refuse to heed me on this. *It frustrates me no end and at times enrages me* that I have professional peers, such as famous speakers, who have had abundant opportunity to make themselves financially secure by mastering direct-mail applications in their businesses, who are, after 20 and 30 years, still desperately in need of tomorrow's gig to pay yesterday's bills – and they are puzzled and frustrated by my independence and security. I painstakingly explained to one of these 'manual labor road warriors' precisely how to simultaneously use direct-mail to bank an extra \$500,000.00 dollars a year net and create security for himself and his family; he ignored me for seven years (\$3.5-million could have been locked away in CD's or annuities in that time), and is now ending his career, weary, infirm and still

needing income he can no longer earn. *It drives me crazy* to see businesses in constant financial jeopardy, skating frantically on thin ice – when the cure for their fragility lies in, and can only come from, doing as I instruct with direct-mail. YOU NOT ONLY NEED THIS INFORMATION – YOU NEED TO BE CONVINCED TO USE IT.

It REALLY drives me batty, seeing “gurus” and “promoters” selling people on one-dimensional, ludicrously simplistic ‘easy buttons’ and refusing to tell the truth about what they know and even do for themselves: multi-media integration. Selling “one thing” easy buttons to unsuspecting entrepreneurs is as evil as selling unicorn seeds to city-slickers deciding to become ranchers. I WILL TELL YOU THE TRUTH EVEN IF IT TURNS YOU OFF, DRIVES YOU AWAY, COSTS ME SALES AND ENRAGES INDUSTRY PEERS.

**THE FORTUNE-MAKING IMPERATIVES:**  
**Read This Section If You Want To Go Big and Make Big Money....**

*IMPERATIVE #1...you’ll have to wind up beyond local boundaries.*

Local retail is an endangered species. Unless delivering something that cannot be cannibalized by an e-commerce site and price-checked while standing in a store with a smart-phone, like pizza or carpet cleaning, owners of brick-and-mortar shops and large chains of brick-and-mortar shops may have less than 10 years left before extinction. The local furniture store – big trouble. The *specialty* furniture retailer selling at top prices to discerning customers is in a better position. But the best position is to be a specialty retailer selling on national or global scope, using online and offline media.

**It’s important to grasp how the ability to successfully use direct-mail erases geographic boundaries.** For a local business, it can at least *expand the radius* around the business that customers can be drawn from – by pinpointing ideally suited, hyper-interested customers and delivering enough of a sales story to motivate driving greater distances to do business with you, as a category of one/unique or exceptionally specialized or otherwise advantaged source. The normal driving radius for local businesses is 10 - 20 miles or less, and in most categories – retail, restaurants, services, professional practices – over 80% of the customers are inside a 10 mile circle, home, office or commute in between. This is one of the things that pushed Schultz to having so many Starbucks locations. It is what drives the effectiveness of Google Places. But it is also a commoditizing force destructive to price and profit. However, *if we pinpoint prospects with profound interest in specialized goods, services or expertise, we get to expand the radius.* For example, in many markets like where I live there are a lot of men’s clothing stores within a 5 mile and 10 mile radius of my home and within that same radius of just about any home, anywhere in a 50 mile circle, but there is only one western apparel and boot store with great selection and only one huge health food and nutritional supplement store. If either of those owners know how to use direct-mail to reach customers with profound interest in those categories, they

can draw customers from a 50 mile radius. But **the bigger opportunity is to expand via direct marketing and sell all their goods or selected specialty goods to ardent buyers all over America.** Think, again, about the Amazing Mr. Suarez and his Amish heaters and his Eden-Pure heaters – with which he competes with himself. He could have tussled with traditional distribution through hardware stores and big box retailers. He could, I suppose, open stores, perhaps in particularly cold climates. But why not just send direct-mail only to selected, high probability buyers at the best times of year in each chosen market....be able to “roam the earth” to sell to the best buyers....have no capital investment in anything but advertising and direct-mail...and sell in a one to one, personal manner away from price comparison temptation?

### **Direct-mail is a boundaries breaker.**

Just as example, a little-known fact of the free or low-price public seminar business: if advertised in newspapers, on TV, radio or online, it is nearly impossible to draw attendees further away from the site than 20 to 30 miles. If sending direct-mail to pinpointed prospects with known interest or prior purchases in the subject genre of the seminar, you can get them to drive 100 miles. And, the greater the distance they travel to be there, the more likely they are to buy on-site, and the more they spend on-site. I know this as fact from consulting with one of the biggest giants ever in this business, marketing over 280 such events attended by over 3.5-million people; and from operating a niche-industry, free preview seminar business myself, putting on over 630 seminars attended by over 16,000 doctors. This same “secret fact” exists in many businesses.

Boundaries do not even need to apply to professional practices and service businesses anymore. Matt Zagula is a 7-figure income financial advisor who lives in a small, predominately blue-collar West Virginia town most would judge incapable of supporting a financial advisor seeking retirees with at least \$500,000.00 of investable assets – and they would be right; 40% of his business comes from out-of-state clients. We have homes in Ohio and Virginia, but my pension funds manager is in Colorado, most of my real estate investments are in and managed for me by somebody in Iowa, I bought my most recent car from a company in Texas, my newest suit came from tailors in Canada. **DIRECT MARKETING CAN TAKE SOMETHING AS “ORDINARY” AS A LOCAL CUPCAKE STORE AND ERASE ITS GEOGRAPHIC LIMITS.**

**Breaking boundaries is also supportive of price elasticity.** The Alaskan salmon products I now regularly order from Sea Bear’s catalogs and direct-mail solicitations command prices double or even triple that of my local supermarkets, within a 10-mile radius of my home. *Sea Bear acquired me with targeted direct-mail. I am an ideal customer:* I have health-related motives for buying, I am affluent, I prefer and will gladly pay for the best, I distrust the grocery store product, I have a track record of buying-from-story, I like the convenience of home delivery, and I have a track record as a creature of habit sticking with/re-ordering from a company I like for years. There are likely not enough of me in any local area to support a Sea Bear store. And if there were such stores, they’d be very subject to downward price pressure from other area stores. But there are enough of me plucked a few from thousands of local areas to

make the owners of a mail-order salmon company rich. Yes, I know you aren't in the food business. Please, it does NOT matter. We are talking about process driven opportunity, not product driven opportunity.

**IMPERATIVE #2: *If you want to make Really Big Money from marketing, you'll also need to be able to ramp up to virtually unlimited numbers of qualified prospects.*** Most media options are self-limiting. A certain offer may work in only a handful of magazines that are only published once a month. You can't ask them to publish weekly. TV, radio, you can actually hit a spending wall, with no more time to buy on stations or shows where your thing works or at affordable prices. Guthy-Renker has virtually unlimited funds and easy access to more if needed, but they are still limited in growing sales of successful product lines via infomercials by the availability of TV time, and subject to disruptive forces: election year buying of time at premium prices; an epic news event drawing all viewers' eyes to CNN. Almost all media is restrictive. There are points of diminishing returns. While running four spots a week on Limbaugh's radio broadcast may be a gold mine, running twelve will probably not multiply response or sales by 3X or 300%. Instead, there will be diminishing returns. This wall gets hit faster in local media. But it gets hit nationally, too. And it is a mistake to think of online media as unlimited – it is more akin to “Lost In Space.”

When you can make direct-mail into substantially-sized lists work, you can mail tens, hundreds of thousands, even millions of pieces a month. Quite often, you can mail your way back through the same lists a lot more frequently than you'd think without hitting a wall of diminishing returns. If the net is even a dime per piece but you can mail a million pieces a month with certainty of the dimes, that's \$100,000.00 a month. And this really *can* be put on auto-pilot (unlike online marketing, which requires constant baby-sitting, very frequent changes, has campaigns go obsolete in days or weeks).

Of equal or greater significance, only direct-mail allows you to choose or create “hot” segments within lists and invest only in communicating with those prospects. If you buy a newspaper or magazine ad, TV commercial, radio commercial, etc., you pay for *every* subscriber, reader, viewer, listener. Online SCO and pay per click, and for local businesses, Google Places is more analogous to what we can do with list segmentation and direct-mail, however those media attract “shoppers” exposed to competitors and likely to “shop” them **AND those media can only attract people already looking for something; they can't awaken interest in somebody ideally suited for an offer but not actively hunting for it.** You'd have to be shopping for a “space heater” for Suarez to attract your attention to his heaters via online marketing – but then you'd be looking at other marketers' heaters too. *Only through targeted direct-mail can he hit somebody who had no thoughts today or this week of hunting for a space heater, but who*

*is very susceptible to a well-crafted offer for one, and get that person considering his offer in a competitive vacuum, and have him say to himself: "You know, I think I will buy one of those for the basement rec room, and I'll get one as a gift for my Mom while I'm at it."*

**YOU NEED TO RE-READ THIS PARAGRAPH.** I have just dis-proven the idea that consumers captured through online search are the best prospects. They may be actively searching for a thing, thus theoretically ready to buy that thing now – but they are also instantly exposed to multiple alternatives from which to get that thing. At the local level, Google Places shows them *seven* competitors on the first page arrived at by location search. At Google, if you type in "life insurance", you get over 600,000 vendors. At amazon, if you type in "cooking for diabetics", you are escorted to hundreds of titles. Boardroom by-passed all that and made millions in 2011 selling its \$39 book by direct-mail, directly to diabetics.

If you would like to make a note of it, this strategy is called: CIRCUMVENTING SEARCH. Understanding it and being able to use it gives you a big, big advantage.

The best way to make big money is by getting to highly susceptible prospects with a story that captures their *interest in a competitive vacuum*, when they are not 'shopping' for alternatives in that category....therefore, when no one else in your category is suggesting a comparable proposition to them. RE-READ THAT SENTENCE TOO. It's a million dollar gem. Now, here's a million dollar lesson, in 2 paragraphs:

Let's take a commodity item, in the \$5,000.00 to \$8,000.00 price range: the automated back-up home generator. My home handyman has been advising me to get one for four years. It has crossed my mind now and then, but I've never been sufficiently motivated to go over to Home Depot or (have somebody) go online (for me) or otherwise hunt for and make decisions about a home generator. It has stayed on a to-do list carried over from year to year. This year, I went to the Big Home & Garden Show, for other reasons, but then bumped upon a booth where home generators were being displayed and sold (albeit badly). It immediately occurred to me, where there's one, there's more, and now on alert, I found the three other marketers of the same home generators at various spots within the 600-exhibitor show. All four now had a shot with me, but the commoditization was evident and pressing, thus pushing their prices downward, and confusing me with choices, so now, weeks after the show, I've still bought nothing. Even though I intended to and intend to. If, anytime in the past 4 years, a really fine direct-mail package (like Suarez' for his glorified space heater) had arrived, selling a particularly virtuous home generator, I would very likely have bought from it – without comparing prices and shopping elsewhere. I'd be a customer instead of a perpetually interested non-buyer. The question is: could I be "found" to mail to? Well, I own a home in a semi-rural, upscale community prone to severe thunderstorms, severe winters and power failures; I'm affluent; I subscribe to "right-wing" conservative financial newsletters featuring dire prophesies of street riots, anarchy and disruption of vital services; I have a track record of buying-by-story, mail-order shopping and response to direct-mail offers – including home furnishings. And so on. Yes, I'm reachable. And if somebody didn't want to directly sell me a proprietary home generator ala Suarez, one of the companies exhibiting at the Home Show might have mailed to me in advance of the Show, with

tickets, inviting me to their booth. Or, one of the four I stood and talked with at the Show could have mailed to me after the Show.

The Home Show is a “live” search engine. The booths are “live” pay per click advertising. Their position in the show, their signage, “live” search engine optimization. Fine. I’m a fan of exhibiting at shows. BUT. For the most part, it will only get you to people already searching – thus very, very likely to be *comparing*. **Direct-mail can get ahead of and circumvent that ‘evil’ and create sudden or much-heightened interest in a susceptible prospect, directly, one to one, in a way discouraging of comparison or delay, in a way supportive of price elasticity.**

If you grasp the import of the above four paragraphs (beginning with “Of equal or greater importance”), you will be *determined* to use direct-mail for your present business, an altered version of your business, creative expansion of your business and/or as new opportunity. *You’ll be teeth-gritted, sweaty brow, iron-will determined.* Your fascination with the subject will know no bounds. Your motivation about it will have skyrocketed. If these four paragraphs did not make you eager – re-read them. You missed something! No one with a marketer’s soul and an ambition for riches could possibly avoid heightened heart rate while processing what I’ve just explained.

“I hear ya, Kennedy,” you say, “but everybody knows you are a dyed-in-the-wool Luddite opposed to technology and the internet, and deeply, emotionally committed to mail, so you are just plan BIASED.”

Yes, I am biased. With reason. So let’s try and clear this “Dan vs. Internet” thing up, before it costs YOU money.

**Here’s The Dirty Little Secret Of Many  
Making Their Money “Online” – that they don’t want you to  
know**

***I have a client who loves telling people about making as much as \$500,000.00 a month from his automated webinars. He rarely mentions that he is spending about \$100,000.00 a month mailing four different direct-mail pieces I wrote, to put people on those webinars; also mailing a 4-step sequence after each webinar to the non-buyers; using the 4<sup>th</sup> step to drive prospects to tele-marketers; and mailing an entirely separate, different offer to all the accumulated, unconverted leads once every 8 weeks. He also feeds the webinars with online marketing, social media and affiliates. But were it not for all the direct-mail, he’d have little. This is actually a direct-mail driven business that makes profitable use of webinars. And this is the dirty little secret of many “telling the tale” of millions made via the internet.***

In info-marketing, in the how-to-invest-in-real-estate category, over the past 3 years, most of the Giants have toppled over and died slow, painful deaths. Organizations built around name-“gurus” you know, doing \$20-million, \$30-million, even \$50-million a year collapsed. “Road show tours” stopped. But a client of mine merrily tootled right along, making a huge income, even scooping

up their orphaned buyers and leads – because **he, unlike all the rest, had mastered direct-mail**, and had a direct-mail system in place that worked. In another niche, of brick-and-mortar business owners, one of my Private Clients doubled his business to about \$25-million (with high profits) while competitors and peers he or I know well saw their businesses drop by half. **He has mastered the use of direct-mail and uses it aggressively. They have not.** As things got “tight”, they left it behind and tried relying more and more on online media. He *increased* his use of direct-mail. Fact is, most info-marketers relying on e-mail are going broke. One of the legendary big-names, famous for million dollar launches and living the high life has called me – and others – confessing a desperate and urgent need for cash, and offering to do just about anything....have his list used, do ‘manual labor’, whatever....to make *some* money.

The biggest “teacher” of internet marketing overseas, outside the U.S., ran over 2,000 people through seminars at about \$2,000.00 a pop last year, and sold a number of them coaching – all related to “internet marketing”. **Dirty little secret:** 90% of those 2,000 buyers were initially acquired by direct-mail. At the time of his death, the famous internet marketing guru, Corey Rudl – a member of my Platinum Mastermind Group and a client – was *frantically* working to make direct-mail work, to fuel leads for his Internet Marketing Center’s coaching programs about internet marketing.....because the leads generated online were dramatically declining in quality, cheap-price competition was eating him alive, and he saw imminent collapse in the offing. Another big-name internet “guru” who brags of a 1-million size list recently confided to me that his average open rate for a promotion is 3.6%. Thus he really has a list of 36,000. I had a bigger list than that by 1979. (Remember, it’s not about ‘traffic’ or ‘traffic count’ – it’s about real leads.)

Of course, there *are* “e-commerce success stories” that appear to be divorced from direct-mail. Zappos. Zynga, the games company tied to Facebook, with Farmville and CityVille. (Although it turned in a terrible earnings report about a month ago, and its stock dropped reactively.) I’m sure we could build a list. And there are info-marketers on Planet Dan who wouldn’t recognize a postage stamp if it was stuck on the end of their nose, who *do* make a lot of money only online. I’m not claiming these rare birds can’t be found. *But. The overwhelming majority of what appear to be “internet marketers” and “e-commerce companies” are ACTUALLY DEPENDENT ON DIRECT-MAIL* for their very survival and for a disproportionate share of their net profits. Further, the most successful marketers in any product category you wish to name rely heavily on direct-mail. If you want to play the odds, you would never rely on internet media. If you want to follow the herd, you might. But if you want odds in your favor, you won’t.



So. If you are rich or aspire to be growing rich from the marketing opportunities and media provided by the internet...if you are asking Google and Facebook to make you rich - and you sit in my office and sign a 6-figure check for my very best advice, I'll tell you: *you'd better master direct-mail* and you'd better INTEGRATE whatever marketing media you use into a unique LEAD GENERATION MACHINE you own. (If you tear up the check and leave in disgust, so be it. I'd rather tell you the truth than steal from you. It's a quirk of mine.)

Yes, Facebook has 600-million *potential* customers. I have 600-million ideas and opinions. And the ocean has 600-million fish. NONE OF THAT will feed us. Pointing at the millions who trot around Facebook everyday is an identical exercise to giving you the count of cars that drive by a roadside billboard every rush-hour. So what? There's no money for you in *that*. Don't be mesmerized by such numerical legerdemain. It's all smoke ' mirrors. *We make money selling something to someone who will buy it*. If you're smart, you'll leave the mass-numbers to the mass marketers, and to the mystics. You will instead focus on *process* for selling to customers. Tupperware is not a fabulously successful, profitable, stable and growing company because there are a billion stay at home Mom's in the world or a million Mommies wandering around mommy-blogs. They are what they are because they can get 11 of those Mommies into Betty Ann's living room at 1482 Elm Street in Naperville, Illinois or Naperville, Argentina on Tuesday night and have them all buy something, and 4 of them book parties 4 weeks hence. *PROCESS - not potential*. Oh, and yes, they do rely on direct-mail. Invitations and confirmation notes, printed, hand-addressed with stamps. Millions a year.

My comments here and elsewhere about the "fool's gold nature" of many promoters' grandiose claims about the internet or the fatally flawed, frankly, damn stupid dependence on online media by many marketers should NOT mislead you either. I am ALL FOR YOU FATTENING YOUR BANK ACCOUNT WITH MONEY BROUGHT IN VIA THE INTERNET. My cautionary comments are *not* those of someone insisting the earth is flat, with sea monsters at its edge waiting to devour ships that dare test its limits. My cautions are those of a very knowledgeable marketer with rich experience. I *joke* about my Luddite status. But I am NOT anti-internet as a marketing media. As an unconscionable waste of time, distraction from work, drain of productivity, destroyer of the ability to focus and concentrate and of mental health, to many - a dangerous addiction, and to society - a Pandora's Box of evil unleashed, about *that* internet, I am zealously "anti". But as a marketing, moneymaking and business building media, I'm very much "for". I would, however, *prefer* having you *incorporate and integrate* all your online marketing with the single most stable, reliable,

consistently valuable, 'evergreen' asset friendly marketing media of all time and of this time: direct-mail.

**A brief break. A brief summary.** Lead flow is lifeblood. If you are overly reliant on any one media, method or source for your leads.... If you have an insufficient or unsteady inflow of good leads....if you lack a well-organized, complete system for intake, capture, nurturing, sales conversions and (multi-media) follow-up to "extract every drop of juice" from each and every lead....if you are stubbornly opposed to, slothfully unwilling to, or unable to successfully integrate direct-mail into your lead generation and follow-up marketing...

*...you are on very thin ice.*

I've been at this for about 35 years. About as long as many reading this have been walking the earth. Three and a half decades. I am - today, this moment - well respected and sought out and very well paid to advise, consult and coach brilliant marketers and entrepreneurs in many product and business categories. My reach has been and is broad and deep. In all these years, I have never once seen a business survive any of the above "IF'S" for more than 5 years without dramatic reversals of fortune, severe problems, and conversely, every exceptionally successful enterprise paying its owner top income and doing so with low anxiety has been built to be free of all the above IF'S.

For this reason, I would like you to agree to do several important things:

1: Let me share with you in great depth my insider know-how and examples of MAILBOX MILLIONS MARKETING - with THE most reliable marketing media as its centerpiece: direct-mail. Some months ago, I conducted an intensive THREE DAY training on Mailbox Millions, attended by nearly 300 people, each paying about \$3,000.00 to be there. It was a one-time-only Training. But I'm willing to bring it to you on a silver platter, if you'll let me.

2: Let me guide you in the engineering and construction of your own, unique Lead Generation Machine - or its re-engineering, if you're already far along - to be free of any of the flaws and evils that undermine a business' ability to grow and a business owner's income or security. This does not mean months or years of late nights with hammer and tongs in the garage out back, or endless studying, with yet one more thing to learn, and another, and another, most in some strange and foreign language. I've assembled legitimate shortcuts.

3: Let me bring a high level of certainty and stability to your income.

You don't have to actually decide these things yet, just know that I am perfectly willing to bring ALL this to you on a fully guaranteed basis, if you'll commit to its application and implementation. The results *can* be staggering. The opportunity can be great. The methods tested and proven.

When you complete the next free video presentations in our series (see notice at end of this Report for dates, times and instructions), you'll learn more about what we call THE ULTIMATE LEAD GENERATION MACHINE and about my MAILBOX MILLIONS TRAINING. And you will be offered the opportunity to own your own Ultimate Lead Generation Machine. There's no decision for you to make here, but to continue with the video series.

## The Magical Power of Perpetual Motion

Here is what my dictionary says about – perpetual motion:

### **perpetual motion**

*noun*

a state in which movement or action is or appears to be continuous and unceasing.

- the motion of a hypothetical machine that, once activated, would run forever unless subject to an external force or to wear.

**The dictionary is WRONG!** You can strike the word “hypothetical”. Such a machine is not some MIT student's fantasy or a myth, like pots of gold at ends of rainbows, dancing dragons, or honest politicians. Such machines actually exist. They are called Ultimate Lead Generation Machines. Once activated, they automatically, continuously bring in money. You can construct one for yourself, from my instructions, blueprints, samples and advice. You can own one.

**Most people have to get up every morning, brush their teeth, and must start making some very uncertain amount of money – like the hunter of old, leaving the cave, spear in hand, a hopeful attitude but a secretly troubled heart. But businesspeople who own an Ultimate Lead Generation Machine live very different lives! They get up in the morning *with certain foreknowledge*. They know they will have, leads; income, they know it for this day, next and next, because they have harnessed the power of perpetual motion.**

*Stay tuned!* The power of perpetual motion is coming your way!

## **IMPORTANT: THE NEXT VIDEO PRESENTATIONS OCCUR:**

Thursday, October 4<sup>th</sup>, 2012

PS: If you did not see ALL of the first videos or you would like to watch them again, they are available in play-on-demand format ONLY FOR READERS OF

THIS REPORT. Here is how to access the already completed presentations:  
[www.UltimateLeadGenerationMachine.com](http://www.UltimateLeadGenerationMachine.com).

PS: I have two exclusive, never before published, Private Reports for you, as free gifts. One is titled "OFF THE FINANCIAL AND EMOTIONAL ROLLER COASTER, ONCE AND FOR ALL." It has to do with Five Vital Principles of Income & Wealth Security, and is somewhat philosophical, definitely broad. The other is titled "THE SEVEN STEP SECRET BEHIND THE GREATEST DIRECT MARKETING FORTUNES". It is narrower and very specific. It lays out in very simple terms exactly what is "behind the curtain" of companies that have gone from idea to fortune-making size and continue via perpetual motion. Anyone who will can take this Seven Step Secret and create wealth. *Anyone.*


These Free Reports will NOT be mentioned in the remaining videos in our series nor will they be referenced when the time comes that I invite you to take me up on my offer regarding The Ultimate Lead Generation Machine. **You will need to claim your Free Reports separately, and this is the only time you'll receive the instructions. Here they are.** AFTER (ONLY AFTER) the final online "meeting", the final video in this series, *and after* you've accepted my offer of The Ultimate Lead Generation Machine, then, separately, send an e-mail to the e-mail address below, identify that you have stepped up and acquired The Ultimate Lead Generation Machine, and simply ask for Dan's extra Private Reports, and they'll be sent to you. Do NOT use the e-mail address otherwise.

[Dansreport@dankennedy.com](mailto:Dansreport@dankennedy.com) - Your request can come in NO EARLIER THAN October 8, 2012 and no later than October 31, 2012.

**Exhibit #1**

00001

*This is my #1 Money Saver for 2012*

from the desk of **bobvila** 

America's Favorite Home Improvement Expert

Dear Dan Kennedy,

I have personally sent you this important notification because I know why millions of Americans are saving on their heating bills with the EdenPURE® Infrared Portable Heater.

And during this Pre-Season Special, Dan, you can ...

**Save up to \$192 on the new EdenPURE® Personal Heater, the finest portable heater in the world.**

For over 30 years as your home improvement television host, I have reviewed and experienced thousands of products. I have an EdenPURE® Infrared Portable Heater in my Massachusetts home and found it to be a very safe and reliable source of portable heat.

It allows me to keep my thermostat turned down and I know that puts money back into my pocket. This is one of those few comfort investments I can recommend for your home that will truly pay dividends.

*Pays for itself in just a few weeks!!*

We all know heating costs are expected to remain at record levels. The cost of heating our homes will continue to be a significant burden on the family budget. The EdenPURE® can cut your heating bills and pay for itself in a matter of weeks, and then start putting a great deal of extra money in your pocket.

**With over one million satisfied customers around the world, the new EdenPURE® heats better, faster, saves more on heating bills, and runs almost silent.**

And that's just the start of the benefits for the new EdenPURE® Infrared Portable Heater...

A major cause of residential fires in the United States is

**EdenPURE®**  
Portable Heater

*EdenPURE® is the finest portable heater I've seen in my 40 years of home improvement.*

*Bob Vila*

**TIME LIMITED OFFER!**

*Accept no imitations! There is only one EdenPURE® Infrared Portable Heater*

Made in the USA

**EdenPURE® Personal Heater**  
Quartz Infrared Portable Heater

Designed and Manufactured in the USA

 The North American made 396 watt infrared bulbs from SYLVANIA were specially designed for EdenPURE®.

**TIME LIMITED OFFER!**

 U.S. engineers and designers worked hundreds of hours to come up with our unique phosor design for our "EdenFLOW™ Direct Air" technology.

 Our patented copper heating chamber along with our long-lasting infrared bulbs designed specially by SYLVANIA for EdenPURE® combine for the most efficient portable heating system in the world.

 Our competitors use ceramic heating elements that lower humidity and are not as efficient as our copper heating chambers and SYLVANIA infrared bulbs.

**EdenPURE®**  
BEST OFFERED PORTABLE HEATER

To place an order for the EdenPURE® call 1-800-366-1315.

SYLVANIA is a registered trademark of OSRAM SYLVANIA Inc. used under license.

**Testimonials...**

...from a few of the millions of satisfied EdenPURE® customers

*"We realized money savings immediately once we had the EdenPURE® heater. I can verify well over \$20 a month for the last two months as an average. We spent over \$5,000.00 to buy that new furnace, now that included air conditioning. But with that \$5,000.00 cost we certainly didn't save any money on our gas bill that we have saved just in the last two months by having the EdenPURE® heater."*

*Fred Nicol, (Insurance Agent)*

*"Using the EdenPURE® is very safe because I tend to use it as a side table, and I'm always laying my books on it, and I've never had anything become overheated. The children play around it, and nobody has ever gotten burned. My pets play around it, lay by it, and nothing has ever become overheated at all, and so I consider the EdenPURE® to be a very safe heater. I've probably saved about \$30 a month using the EdenPURE® and probably actually more than that because last May our gas rates went up a great deal."*

*Donna Michel, (Retired)*

*"I was never comfortable with space heaters. I never ran them unless I was awake and in the room. They weren't run at night at all."*

*Last year I wanted our daughter's bedroom to be warmer than just what our furnace could do. She had an operation and I didn't want her to get chilled. That was probably the main motivation to buy the EdenPURE®."*

*The first night I kept getting out of bed and checking to make sure everything was good. I'd move it and check the carpet, it's not hot either and then I'd go back to bed. About every two hours I'd get up. That lasted one night, after that it was okay, they're cool. We're saving \$60 a month for heating our home at a higher temperature than what it would have been with just our gas furnace."*

*Dean and Corrie Power, (DIY Worker and Housewife)*


All of the testimonials are by actual EdenPURE® customers who volunteered their stories, and were given another EdenPURE® heater as thanks for their participation. Average homeowner saves 15% to 20% monthly.

**EdenPURE® comes a 60-day unconditional, no-risk guarantee. If you are not totally satisfied, return it at our expense and your purchase price will be refunded. No questions asked. There is also a 3 year warranty on the Personal Heater.**

**EdenPURE®**  
Portable Heater

**The Choice of Safety Professionals**

I'm Captain Mike Hornby. Over the last 20 years through fire and EMS service, I've seen the loss and the tragedy that has been caused by electric space heaters.

 **Captain Mike Hornby**

When the folks at EdenPURE® asked me to look at their "safe" heater, I was skeptical. So I decided to put it through its paces.

We took our thermal imaging camera and used it on the EdenPURE®. We use the Thermal Imaging Camera on structure fires to find the hot spots and see where the possible flare-ups may occur.

The outside temperature of the EdenPURE® unit was between 95-98 degrees Fahrenheit, safe enough for a child or adult to touch.

I compared the EdenPURE® to an electric heater, the type you'd get from your local department store.

Painting the thermal imaging camera at the old-style heater — it registered about 379 degrees Fahrenheit. At that temperature it wouldn't take long to ignite paper, robes, clothing, blankets...

Then, aiming the camera at the inner workings of the EdenPURE®, our thermal imaging camera showed approximately 143 degrees Fahrenheit, which proves that it is a much safer unit.

After running the EdenPURE® through a gamut of tests, I would feel comfortable recommending this heater to my friends, family and anyone who might ask me about this unit.

The folks at EdenPURE® have not paid me for this endorsement, but they've offered to leave a heater here at the fire station because, we have heating bills too!

**TIME LIMITED OFFER!**

**Order Today for Your 60-Day RISK FREE Trial**  
United States Orderline: 1-800-366-1315

©2011 BioTech Research T1193. All rights reserved.