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(This was when I first started coaching. Bill Oliver www.billoliver.net)

Tuesday, December 04, 2007

Dramatically Increase Your Business Profits ... Totally Risk Free, Rock Solid Guaranteed!

Your Only Opportunity to Increase Profits Through Marketing On a 'No Win-No Fee' Basis!

Attn: [FIRSTNAME]
[BUSINESS NAME]
[MAILING ADDRESS]
[POSTCODE]

Hello [FIRSTNAME],

[personal chit chat about to remind where we met]

As discussed, I specialise in creating immediate additional cash flow at literally no extra cost to you by applying *Methods of the Multi Millionaire Marketing Masters!*

When you talk about the problems of business, I've been there done that!

How many of these symptoms of business are you familiar with?

Do this self test right now and tick the boxes for future reference!

- | | |
|---|--------------------------|
| Not enough work! | <input type="checkbox"/> |
| Snowed under for months! | <input type="checkbox"/> |
| Too dependent on one supplier! | <input type="checkbox"/> |
| Working butt off for little income! | <input type="checkbox"/> |
| Too many small or unprofitable jobs! | <input type="checkbox"/> |
| Not enough family & recreation time! | <input type="checkbox"/> |
| Lots of quotes, not many conversions! | <input type="checkbox"/> |
| Little response from Advertising/Marketing! | <input type="checkbox"/> |

Every business, trade, profession or industry have terms and methods that only those within it know! More importantly, we know how to use the terms and methods to help our customers.

Every successful marketer knows *methods from multi millionaire marketing masters* such as Jay Abraham, Dan Kennedy, Bill Myers, Gary Halbert and John Caples from the US. From Australia we have Peter Sun, Brad Sugars, Mal Emery, Paul Dunn etc. It is critical that we know how to apply the methods and principles. I will refer to them as the *Methods* for short.

If you've never heard of many of these *multi millionaire marketing masters*, I have some bad news and some good news! First the bad news: Your business is missing out on extraordinary potential! **You are probably doing the marketing equivalent of trying to fix a gate to its hinges using flour and water!** Now the good news! When I apply these *methods* to your business you will dramatically increase your business profits, risk free, rock solid, guaranteed!

HERE'S WHAT CLIENTS WHO APPLIED THE METHODS SAY!

Three of these many *multi millionaire marketing masters* are:

- 1) **Jay Abraham**: Considered by many as the ultimate Marketing Master. Jay Abraham to Marketing is like Elvis to Rock or Alfie Langer to ARL! Jay commands over \$A5,000/hour. Here's his webpage www.abraham.com
- 2) **Peter Sun** - Here's his story: *"I work less than 4 days a week from a dream home on the Gold Coast, hidden on 9.25 tranquil acres, surrounded by nature. I live there with my 4 daughters. I only have one permanent staff. I have sold over \$7 million worth of information products in 5 years. I have banked as much as \$103,000 in a single week at 85% profit margin. And, I charge as much as \$3,000 per hour to consult to businesses. In the past 2 years I have taken over 6 months off to travel"* From Peter's webpage: www.petersunmarketing.com
- 3) **Brad Sugars** is 30ish, with a net worth around \$100 million, mainly from applying strategic marketing principles to business. Brad grew up on the South side of Brisbane, started Action International coaching franchise & has his International Head Office in Milton. His web page is www.action-international.com

Here are some testimonials from people who have applied the *methods* I will apply to your business so you can get similar results – and on a 'No Win – No Fee' basis!

Testimonials from people who applied these *methods* from Jay Abraham:

- 1) Runs Circles Around Competition!

"Your advice is the most valuable material I have received in quite a while. It supports my CPA and Harvard MBA and will allow me to run circles around my competition." - H.D., New York

- 2) Seminar Idea Brings In \$1,600,000.00 For Company!

"The seminar concept you gave us has already earned a gross \$1.6 million with at least another \$800,000 in the next eight months. On top of that, your philosophies now pervade every marketing strategy we make."

Chris Newton, Managing Director, The Results Corporation, **Brisbane, Australia**

- 3) Attorney Can't Handle All The Business!

"The referral system that Jay taught me is so disarmingly powerful. In fact, it produces far higher quality prospects and clients than I used to handle Now we get so many calls, people actually have trouble getting in on the lines. All of this happened in the middle of what is supposed to be a terrible recession"

John Preston Attorney California

- 4) Carpet Man's Sales Go Up 12% First Month!

"That hour of advice... it immediately boosted January sales 12% by working 'the back end' and reselling to our existing customers. We expect this to be a real gold mine in the future!"

Tony Meraz Carpet & Upholstery Restoration

5) (I love this one!) Reduces Employees 37% And Triples Business!

"I went from 52 employees and eight offices down to 33 employees and four offices and I am doing at least three times the business as I was doing before and I am enjoying life and fishing and I probably have more time to myself." James Nevins, Hearing Audiologist.

Testimonials from people who applied these *methods* from Peter Sun.

This group mainly sell Peter's marketing packages to business – they apply the *Methods* of course.

*1) As far as our success goes, well, in our first week our sales were NZ\$1,100. The next week we did \$1,800 and by the third week we sold \$2,250 worth. Our best week so far, after six of active 'direct marketing' was last week when we sold just over NZ\$6,000. **The profit on those sales is over \$3,000 ... in just one week!** (Now do you believe me it works!!)*

*2) **In the last 6 months I have increased my income by over \$7,000 a week** just by applying some of the ideas you have given me. This last month, my business posted a profit of over \$36,400. **That's an increase of over \$19,000 in the last 3 months, directly due to applying your marketing ideas in my business.***

The thing I like the most is that your marketing ideas are accountable. You can test and budget up front, and almost predict how much profit you are going to make before placing ads or mailing letters.

3) Working from home, being close to my family, together with my husband was one of our life's goals. Watching my 14 month old baby carrying the boxes to the courier (the box was almost bigger than he was) almost made me cry with joy.

Testimonials from people who applied these *methods* from Brad Sugars:

1) A Tourist Park: *"One idea and sales are up 285% over this time last year"*

2) A Hydrobath business: *"Sales have increased 340% in the last 6 months"*

3) A Builder: *"We used your headline idea and got 1,250% increase in response to our ads".*

INFORMATION HAS THE SAME VALUE WHOEVER BRINGS IT!

Have you read a book or manual – great! (One 375 page manual from Jay Abraham costs \$833:47!) Have you invested \$250:00 per hour for a phone consultation with a coach? Even better! Now imagine having YOUR own multi millionaire friends on the board who are willing to share your ups and downs with you! You only pay if and when the marketing gets results! This is unheard of!

Consider this:

The evening of Sunday, 31st May 1942, was dark and cloudy over Wartime Sydney Harbour. The signature of an inward crossing was recorded on an indicator loop at 8 p.m. It was made by *Midget Submarine No. 14*, but at the time, owing to the ferry and other traffic over the loops, its significance was not recognised. Approximately fifteen minutes later Mr J. Cargill, a Maritime Services Board watchman, sighted a suspicious object caught in the anti-torpedo net near the west gate. He and his assistant, Mr W. Nangle, investigated it in a skiff, and reported it to *Yarroma* (Lieutenant Evers) at about 9.30. Apprehension that the

object was a magnetic mine deterred *Yarroma* from closing it. She reported
"suspicious object in net" at 9.52 p.m

Source: http://www.awm.gov.au/encyclopedia/midget_doc.htm

Those 4 words from a naval officer of no great rank were brief, but saved Australia from a deadly attack! Whether this information came from an unranked seaman the first day on the job or an Admiral of 50 years service, the value of the information is the same!

What this means to you, it does not matter whether the marketing information comes directly from a *multi millionaire marketing master* or myself – it is just as effective!

My professional library consists over 9,000 pages - over 60 hours of Audio-Visual. When I research my 32 page index of chapter headings with your specific business issues in mind, you have information from *multi millionaire masters* working for your success!

These *methods* get exceptional results for small business. They also work for big business. They increase cash flow almost immediately by using little known and overlooked techniques. This specialised information is not available from your City Library – but it is at your disposal as I distil it from my comprehensive specialised professional library.

How would you like having a dozen Multi Millionaires, sitting in your office, eager to leap to attention and give you their very best advice, answer or strategy, every time you need it? Well! – When we apply these methods to your business, you simply can't help being successful!

HOW THIS AFFECTS YOUR BUSINESS – THE BOTTOM LINE!

I give you proven *methods* from the *multi millionaire marketing masters*. I help you apply them. You will increase your cash flow, improve your profitability and do surgery on wasted time.

People from almost every business and industry have applied the *methods* and they work in almost every instance. **They work particularly well in the service sector.** I am certain I can create a surprisingly large amount of cash flow for you. I am so confident that these *methods* work, I am willing to do so on a profit share basis. **You've heard of "No Win – No Fee" solicitors; well you can consider me a "No Win, No Fee" Marketing Professional! You can't lose! This has never been done before in Australia – NOW is your only opportunity!**

That means that there's absolutely no risk on the downside and incredible income potential for you and your business on the upside!

You need to know that each client is different. For example:

If you're not getting enough work, I will show you how to get more.

If you're too dependent on one client or customer we look at diversification.

If you're snowed under, we can look at ways to make your time more profitable.

If you're not getting enough response from your advertising, I rewrite advertisements.

If you're quotes are not converting, I can show you how to increase your conversion ratio.

I am sure you may have many questions in you mind! "Why is nobody else doing this?"

OK here's my story and the answer to your questions. I'll give it to you straight. When I was an electrical contractor, I found I had an allergy to house dust! Next I did a degree and had a career in finance and computing which I loved for 10 years. I then saw the exceptional leverage in marketing

and advertising. I enjoy it enormously and I have saturated my mind with *methods from the multi millionaire marketing masters*. I knew I could work from home, apply these methods to other businesses and get the same results! I am for a very short time, willing to apply methods from the multi millionaire marketing masters in your business on a “No Win – No fee” basis. This offer will cease shortly! You can’t possibly lose!

In fact, I did install an LGS (Lead Generation System) into a client’s business but they couldn’t handle the quadrupling of leads coming in! They subconsciously sabotaged their own business! For that reason, I am very selective about who I offer to help! If you are honest with customers, polite, neatly dressed, give excellent service and believe there’s room for growth your business, then I know I can give your business the biggest boost ever.

IMAGINE AN INVESTMENT YOU PAY FOR AFTER THE RETURN!

What would you think if you found an investment you don’t pay for until AFTER the return. Let’s just suppose you sign an agreement where someone else puts the money in and YOU get the return – AFTER it makes a profit! Can you possibly get a better investment?

I am prepared to invest up to \$40,000 worth of consultation time in your business before seeing a return!

YOUR AMAZING - SOON TO EVAPORATE - IRRESISTABLE OFFER TO APPLY SCIENTIFIC – “THIS IS WHAT EINSTEIN WOULD HAVE DONE” – METHODS OF MILLIONAIRE MARKETING MASTERS!

As my time and energy is limited, I can only work with a few hand picked businesses at a time. As soon as I have my hands full, I will take no more! You must call **1800 502 306** right away or you could miss out! I can guarantee that you will be blown away by how these *methods from multi millionaire marketing masters* can add to your bottom line in a matter of weeks. **I do all the work; you reap the benefits! And it’s profit based i.e ‘no win –no fee!’**

I look forward to calling you in the next few days so you can get a taste for some of the *methods from the multi millionaire marketing masters* and you can apply them to your business and **Dramatically Increase Your Business Profits, Risk Free, Guaranteed!**

Yours in ever increasing success,

Bill Oliver

P.S. Take me up on my NO OBLIGATION, FREE MARKETING SESSION. Details next page.

P.P.S Are you using the 7 Deadly Mistakes Of Advertising? Do you know How To Avoid Them? Order your **FREE REPORT NOW!** *The 7 Deadly Mistakes Of Advertising And How To Avoid Them!*