

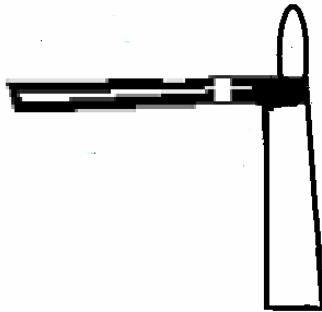
# IS YOUR MARKETING LIKE A DIVING BOARD OR THE PARTHENON?

by Bill Oliver [www.billoliver.net](http://www.billoliver.net)

Marketing Billionaire, Jay Abraham asks:

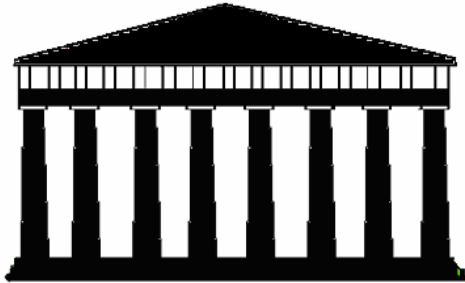
Is your marketing like a **Diving Board or The Parthenon?**

Let me explain that: MOST business owners have ONE supporting column for their marketing. This is like a diving board.



ONE Supporting Column  
(Marketing method)

Jay says, if you really want your business to grow, you need to have multiple support columns like the Parthenon in Athens. He calls it the *Power Parthenon*



MANY Supporting Columns  
(Marketing methods)

Jay Abraham also says that the problem with most marketing people and business owners is that they think tactically. The Jay Abraham mindset is to THINK STRATEGICALLY. More than anything else, this is what I do.

I don't just want to increase your sales with ONE project. For those that I have worked well with, I have no greater thrill than to catapult their business growth. Therefore, when I do your project and I find you good to work with, I will offer to EXECUTE a *Power Parthenon* of marketing campaigns for you. These will be integrated as one marketing strategy. This combines Marketing Strategy Plan with Sales Writing and perhaps Business Coaching if appropriate.

Imagine how much it would affect you bottom line profit if, as well as the project I'm doing for you, you also had:

- i) Advertising
- ii) Direct Mail
- iii) Referral Systems,
- iv) Telemarketing or follow up phone calls
- v) Increased Sales Skills
- vi) Increased number of purchases from each customer or client
- vii) Higher average dollar sale.
- viii) Back End Products

- ix) Endorsements
- x) Joint Ventures and Host Beneficiary Relationships.
- xi) Special Events or Information nights
- xii) Web site
- xiii) Landing, Capture/Squeeze pages
- xiv) E-mail campaign.
- xv) List building techniques

a) *ACTION International* (Brad Sugars) coaching is \$US1,000.00 or \$US1,500.00 per month for small business to \$6,000.00 per month for larger businesses as far as I know ... and that's without any copywriting nor implementation. For this you get about 1 hour per week coaching, usually via phone. If you read the testimonials in *ACTION Speaks Louder Than Words* by Brad Sugars you'd see that this would be an excellent decision. I almost became an *ACTION* Coach then decided I was more copywriter than coach so took a slightly different path.

b) For *Copywriting Rates Exposed* check out Chris Marlow's site.

<http://www.freelancersbusinessstore.com>

You'll find that a one page mailer averages \$1,000.00 to 2,000.00.

You'd expect therefore that 12 months coaching plus 36 pages of copy writing would be at least \$48,000.00. Even then you don't get implementation.

**Well... Here's your amazing, soon to evaporate, irresistible offer to apply scientific "This is what Einstein would have done" *Methods of the Multi-Millionaire Marketing Masters.***

Because I am an Australian living in Malaysia in a 5br, 3 bathroom home in a no through road with green surrounds and chirping birds at \$33/week, I can offer you:

- a) 36 pages (That's \$36,000 worth of results-getting sales writing)
- b) Marketing Strategy Plan &/or Business Coaching as appropriate.
- c) + a perhaps a degree of IMPLEMENTATION.

You only investment is one of these plans:

- a) \$1k/month x 12 months and we work out deliverables.
- b) \$10K up front + out of pocket expenses.
- c) IF you want a WRITTEN GUARANTEE that your profit covers my expenses, then it is just \$2,500 per month and we work out deliverables.
- d) If you have an eye for incredible value then it's \$25,000 up front.
- e) Provided I have access to accounting books or audited statements, I am even willing to consider a lower up front fee plus royalty on sales.

I look forward to being your sales writer and marketing strategy planner &/or coach to take your bottom line profits to the next level.

Bill Oliver (B.Bus. Finance & Computing)

**PS: If you apply Jay Abraham's *Power Parthenon*, can you imagine what it would be like with an income double to quintuple what it is now?**