

# **“True Secrets Of Making Millions Without Needing Money, Customers Or Product!”**

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Jeff Paul: First of all I'd like to welcome you all. We're going to have a very, very interesting call here today. We're going to cover a lot of information and you need to make sure you have a pen and paper handy because we're going to go through this stuff really, really quick, even faster than I originally thought I was going through this stuff.

These types of programs we put on here are normally covered literally in two day seminars that we're going to be doing here in little over an hour or so, so we're really going to cover this material fast.

You're also going to find out a little bit later on the call how you can get Jim's and my best kept secret, our jealously guarded money marketing machine.

That's a twenty-four hundred ninety-five dollar value; you're going to learn how to get that absolutely free. You're also going to hear about how we took an average guy off the street who was flat broke, deep in debt, had a menial labor job that he hated, who's now worth hundreds of thousands of dollars, grosses over a hundred grand a month.

And it's only been a little over a year since he started using this secret that we're going to reveal today. So, we're also going to take questions and answers at the end of the teleseminar, so we will try to get you're questions answered at the end.

So, stay tuned for all that, and I'm going to give you a bunch of ten star tips. So when I get to those, I'll tell you what they are, and you can write those down and circle them because it's going to be really, really important stuff to make sure you get down and get the mean points in.

Here we go. What we're going to share with you now is really what we consider to be the best business on earth, bar-none, and we're going to show it to you for two reasons. Number one because it allows the maximize life-style to live with a minimum of work and a maximum income. And life-style is what it's all about. We are very, very big on this, and this is your first ten star tip, so write this down. Life style is what it's all about; life style is what it's all about. Everything we're teaching, everything we do, everything that we work on is always built around our life style. We think it's a huge mistake for you to plan any kind of business or income endeavor where you first work on the business or income endeavor and then try to figure out how you can squeeze some life style in. Jim and I deplore that type of thing; we absolutely hate things where you have no life style.

Most people, ninety-nine point nine percent of people in this country do their money and income thing first and they try to see if they can squeeze any kind of life style out of it later. And it's a huge mistake. We think you have to understand that you build your life style first, and then you build your business around your life style. That is one of the most important things you'll ever learn from me, and if you don't learn anything else from this call today if you learn that and do that, that will change your life in dramatic, profound ways.

So, now let me tell you a little bit about myself in case you don't know me. My name's Jeff Paul, I'm a marketing entrepreneur and consultant. I sell a lot of my own products, I help a lot of other people sell their products and we do a lot of things to help people make money, mostly working in home-based businesses or small businesses, and many, many people working out of their homes.

You may know me as the guy who, my most famous product is *How to Make Money Quick and Easy From your Kitchen Table Sitting in your Underwear*, and currently not in my underwear but I am wearing old blue jeans and a t-shirt. And I am sitting here making money while we're on this call today, there's money coming in to our account on a non-stop basis and we're going to teach you how to do the same kind of things. We've sold over a hundred thousand of the how to make money underwear books, I've sold over thirteen thousand training courses that range as high as a thousand dollars to financial advisors and real estate agents.

I currently charge eighty-one hundred dollars a day, a six-hour day, for consulting. And I've had products on QVC; I sold a hundred sixty-one thousand units of a financial organizer on QVC a couple years ago. We've sold over thirty million dollars of my own products working out of this tiny, crappy, little room over my garage that I'm in right now. And my clients and students have sold hundreds of millions of dollars, literally, hundreds of millions of dollars worth of products and services, most again working out of their houses sitting around in their underwear. And we're going to teach you how to do the same thing. I have been a person who has been so broke, I've seen the bottom of the under belly of the beast, believe me, I mean when I looked up all I saw was the bottom of the ground. I was over a hundred thousand dollars in debt in credit cards, I lost my house, my wife and kids and I had to move into my sister in law's basement in nineteen ninety, ninety-one. We had no income, I had no job, I had no business that was working.

We were homeless, I was an embarrassment, and a loser, everybody who saw me either said it to my face or behind my back, especially my brother in law and my wife would remind me repeatedly that you need to get a job like now. And I just couldn't do it, I could not do it, and as bad as things were I was getting job offers because I'm a very good salesman and I was getting sales job offers with expense accounts and cars and pretty big salaries and I turned them all down. Even though I was that broke because I wanted to get my own business working out of my house, and build my life style first and then build my business second.

And I figured out I had to do it with a mail order business, I had to do it through information products, and I could not ever get a job if I wanted to have a life style, my goal is to live life on my terms and not live life on other people's terms or on society's terms or on religious terms or the government's terms or college's terms. I want to live it on my terms, and I knew I couldn't do that if I got a job. And I remember coming home one time from a job interview and sitting in my sister in law's driveway and literally starting to cry because I knew I would have to go into my house and either do one of two things, not my house my sister in laws house. I was either going to have to lie to my wife and tell her I didn't get the job interview and then have to get her a (inaudible), or I was going to have to go in there and make up some other kind of story.

But I knew one thing I wasn't doing; I wasn't going to take the job. And I didn't and I finally got my little mail order business, it started out as a thousand dollars a month and doing that miserable, and that's

what cost me to get in that point where I make one little change to my business, my info-marketing business I went from a thousand dollar a month in sales in November, excuse me, in September of nineteen ninety-one, in October of nineteen ninety-one I did thirteen thousand in sales, in November of nineteen ninety-one I did twenty-six thousand dollars in sales, in December of nineteen ninety-one I did forty-nine thousand dollars in sales.

And I got to the point by mid nineteen ninety-two I was doing over a hundred grand a month selling info-products, I'm going to tell you all about it in a second, working out of my house, literally sitting around in my underwear, taking orders. And we eventually paid off, by the end of nineteen ninety-two I paid off all the debt, I paid off the credit cards, all the other people I owed money to, got our furniture out of storage, we were able to rent a house. In early ninety-three we were able to actually buy a very big, beautiful home, and paid half down in cash. The next year we bought a vacation home on a beautiful lake. And the story just goes on and on. I've had a couple, three infomercials on the air that we're very successful. And I'll even tell you later how you might be able to get in one of our infomercials.

So that's a brief background of myself, I want to explain that to you so you have an understanding of where I'm coming from. I do know what I'm talking about, and I am somebody who you can listen to, and what I'm telling you is the truth here. It's not based on theory, it's not based on guesswork or some professor's stupid ideas, it's not based on corporate ideas of marketing. This is based on real world, in the streets, down and dirty, jungle fighting gorilla, bottom line truth and reality based on the college of hard knocks and the college of experience of life.

So everything here is no theory, it's all fact based on exactly what we do, how we do it, and what works and what doesn't work. Now I'm going to tell you why I think info-products are the best products to ever sell ever. I have sold both information products, which are basically defined as anything that's selling information, it could be books, tapes, cd's, seminars, websites, membership programs, all that, anything along those lines are information products. As opposed to hard products, which are things like envelopes, glass cases, golf clubs, and lights, and horses with clocks in their stomach and all that sort of stuff. I have sold hard products and I've sold info-products, there's nothing, nothing that comes even close to the beauty and the majesty of selling info-products compared to the other types of products.

Some reasons info-products are so amazing, you don't have to keep any inventory, or just a tiny, tiny amount of inventory on hand because inventory totally sucks. And by the way, I want to stress a term to you guys, it's a technical term we use in direct marketing, it's called sucks, if something doesn't work or that it's really annoying or really a waste, we use all those types of things that are all covered by the term sucks.

But having inventory just sucks. If you own a retail store and you got to spend twenty, thirty, fifty, a hundred grand on inventory that sits on shelves or on the floor or your coolers or whatever, if people don't buy it or it gets spoiled or whatever, that's just money, that's just sucking the life blood out of your business. In the info-marketing business you need to keep very little inventory on hand.

Which relates to the next point, which is basically the point of publishing on demand. Publishing on demand mean that you really don't create the inventory until you get the orders and the money. It's absolutely an amazing thing that you can do; you cannot do this with hard products. If you have hard products you cannot just instantly create a golf club or a horse with a clock in it's stomach or a tire iron or any kind of hard product, you have to make the products first and then hope people buy them.

With info-products publishing on demand, again this is a ten star tip, write this down, it saves everything because you only have to print up and duplicate what you sell and people pay you for the product before you have to create it. It's the most amazing thing on earth. Unlike the other types of products where you have to pay for them first, and then wait and hope that you get paid back if people buy them. Another huge ten star tip with info-products is that you can get huge obscene mark ups, always legal, always ethical, but obscene mark ups.

For example, most retail businesses, if you can get double what you paid for the product at wholesale, that's called keystone, in case you don't know that, that's considered kind of good in a lot of retail businesses. Some businesses get three times mark up, like jewelry might get three, three and a half times. But that's about the best you can ever do. A lot of products you don't even get double, things like computers, electronic equipment, automobiles, you don't get anywhere near double what you paid for the product when you sell it. And I don't like that, see I am very ethically greedy, I admit it, I'm a capitalist, I like making lots and lots of money ethically and legally and morally sound, but I like making tons of money.

And I like making big huge mark ups. Info-products that we sell you can get anywhere from ten times on the low end to twenty, thirty, fifty, or a hundred times you're actual hard cost. You go ahead and try to tell me how you're going to get twenty times the cost of a sandwich or a pair of shoes or any other kind of hard product.

For example I have an information product I sell right now for a hundred and twenty-seven dollars a month, that's a monthly continuity product, and it cost me thirty-five cents to deliver that product and I get a hundred and twenty-seven dollars for it. Now where else can you get those kinds of mark ups? People gladly pay you the money, they're excited about it, they keep paying you over and over month after month because information products are the best because of all these things. So what business do you want to be in? You want to sell submarine sandwiches or do oil changes? Or do you want to sell products that cost you thirty-five cents and sell them for a hundred twenty-seven dollars? Or products that cost you twenty-five dollars and sell them for a thousand dollars? Another thing about info-products is that advertising to test them is cheap. You can run tiny little test ads and see if people are interested. If they are, you can then expand your advertising and make it work because the profit margins are so obscenely high you can instantly reinvest.

And that's what happened to me back in ninety-one if you remember, the month I did thirteen thousand bucks, I was able to reinvest almost all that money because probably eighty percent of it was pure net profit so I can reinvest. Then I went and bought a bigger ad. The first ad I ran by the way was a hundred and thirty-eight dollars, a tiny little ad for a hundred and thirty-eight dollars to sell that thirteen thousand dollars worth of business. And the next month I spent twelve hundred dollars I took out of the money that I made as profit, I took only twelve hundred dollars out of it, I bought a bigger full-page ad, and that led to the twenty-six thousand dollars in sales.

And I took a few grand out of there and ran a couple bigger ads and that led to the continuing increase of the business. I couldn't do that with any other kind of business. I could only do that with info marketing because of the insane profit margins. Another huge benefit to this business, this is huge write this down, you don't need any employees, you don't need any employees, you don't need any employees! And I know I said that three times but I had to repeat myself because it's so exciting to say that because employees totally suck! I hate employees, I don't hate people, I just hate employees. Right now, Jim and I are running a multi-million dollar operation we have zero employees.

And I'm not saying we're never going to have employees, but so far for many, many, many years we've never had employees and hopefully we'll be able to continue that. And you can do that because this modern age of technology that allows info-marketing business to be run on virtual. You can make any info-marketing business become a virtual business because of technology. It can be run from anywhere, it can be run from Hawaii, from Zimbabwe, from Antarctica, from Chicago, from San Diego, it doesn't matter. You can run it out of your house, you can run it out of an office, out of an apartment building, you can run it out of a bomb shelter, it doesn't matter! Nobody ever sees you, nobody has to talk to you if you don't want to.

It's just an amazing circumstance that you can run it from anywhere. And again, these are all huge, huge benefits that you get from the info business you just cannot get anywhere else. The other thing is you can put info product sales on total auto-pilot. You can set it up like Jim and do where we have money coming in, large big chunks of money I mean not just a hundred dollars or fifty dollars, like literally five thousand, ten thousand, twenty thousand dollars coming in, in a day, in a couple days, all coming in totally on auto-pilot. We check some of our email or websites where the orders come in and we see how much money we made that day while we were out screwing around playing golf, or while Jim was out on a baseball tournament with his family, or I was out on a golf vacation with my wife and kids. You don't have to be there to make the money, another incredible, incredible insane benefit of marketing an info business.

Also, you don't really have to work very hard, if at all. The beauty of the kind of info businesses that we teach people to set up is that you can be kind of a total, complete lazy person and still make ridiculous amounts of money. Most of the people that do this successfully literally make more money in a month than most brain surgeons or other kinds of people make in a year. And I'm not exaggerating; you can literally make hundreds of thousands of dollars a month if you do this the correct way. And of course that's the top end for people who are the smartest about it, but you can do that.

You can also make incomes of three thousand, five thousand, ten, twenty thousand, thirty thousand a month easily, easily make that kind of money, making more money than most any kind of people make in a year, in one month. And do it without really working very much. There's plenty times during the year, especially in the six months in the warmer weather in my case, because I play a lot of golf, where I literally have days after days where I don't work more than a half hour, if at all. And take off ten, fifteen days at a time on vacations, and nothing matters, everything's still there; the money is all there when I

get back. So, it's an amazing, amazing benefit again out of this business. Also, you don't have to go anywhere unless you want to go somewhere.

If you want to go on a trip that's fine but you don't have to go anywhere. You don't have to leave your house; you don't have to sit in traffic. You know, every time I have to go somewhere, I live in the Chicago area, if I have to go into the city for some reason, even if it's something fun like a ball game or a play, you know just driving in that traffic just one time makes me get just nauseous thinking about how can people do this every single day? I mean my commute is literally twenty or thirty feet from my bedroom to this little room over the garage, that's my commute. So I don't go anywhere I don't want to go, and I don't go out of town unless I want to go on a trip. And usually if I go on a trip it is almost always because we go on vacations. We take lots of vacations; Peggy and I take four, five, six vacations a year. And those are multi-day, multi-week vacations, and it doesn't include all the days off that we take, because again this info-product business is just unbelievable.

The best thing about the info-product business is that it leads you to have financial and personal freedom. And I think financial and personal freedom is the most important thing there is because as far as I know, you only get one chance to go around the track in life. I mean I'm not a religious person, I don't understand religion, I'm not sure anybody's right or wrong, I really don't know, I don't care, it's not my business.

All I know is for sure we only get once chance to go around this track that we know of. And I cannot understand why anybody would want to live their life doing the same thing over and over again, going to the same miserable, dead-end job that you hate, commuting in that traffic, dealing with your stupid, idiot boss and co-workers, being told by your company what you can do, when you can do it, having to ask people permission to take time off to go to the doctor or take care of your sick kid, not being able to coach all your kid's little league games, or see every single one of their games, or be there for them all the time. I just cannot understand why people would want to live their life that way.

And to me, the ultimate benefit is that you get to pick and choose everything you do, you can pick and choose what you buy, when you buy it, where you go, who you talk to, who you don't talk to, what hours you work, what hours you don't work, what time off you take, everything is under your control. Nobody dictates anything to you. You know I do have a problem with other people saying, Jeff you have

a real problem with authority. And you know what? I do! I don't like authority, I hate authority, and I don't have to deal with authority except for Uncle, when they get me for the taxes.

But that's a whole other story. But beyond that, I run my own show, and you should run your own show. Why would you want to live your life in a rut? It's so easy to get out of it, and we're going to tell you how to do that. Now, there's ways you can get into business for yourself. You can do like a franchise deal where you can set up a turn-key business and get somebody's business plan and all their models and have everything set up, and that's an okay model.

I mean the problem with franchises is they usually cost anywhere from fifteen thousand to a million dollars or more. I mean if you want to go try to start a McDonald's, good luck. They're very, very expensive to get into, and that's just the upfront fee. And then you've got to deal with the fact that they're usually the kinds of businesses where you're in retail. And let me tell you, I grew up in a retail family, we had retail stores, retail sucks! You have to work five, six, seven days a week. You're working from nine am to nine pm, if you want to make money at least. If you want to be broke you can be open less hours. You got to be there all the time, and the employees rob you blind. I mean retail businesses totally suck.

You have to see people all the time; you have to get dressed a certain way. All's you're doing is buying yourself a miserable job, and that's what most franchise type things do also, they require lots of management of people, operations, inventory. If you buy one of those Jiffy Lube places, you got to have lube squirters, filters, employees, inventory, scheduling, teenagers, and just everything that could annoy you to the point of being totally miserable. So I can't understand why people would want to spend fifty, a hundred grand and have overhead of you know, twenty-five, thirty, forty, fifty grand a month just to open up the doors.

You got to take in that kind of cash operating on profit margins that are three, four, five, ten percent profit margins instead of the kind I'm talking about where you're making seventy, eighty, ninety percent profit margins. So, you don't want to do a franchise. Now starting your own business is really a great idea but franchises aren't going to work. Again, we want you to do home-based info businesses, and here's again reasons why you want to do info businesses; well we'll talk about it in a minute. But other kinds of businesses you can start from your home might not require much capital, but you're not going to make a lot of money.

Like I know a woman who sells gift baskets out of her house, and another woman who does MLM things selling soap and vitamins and things like that. And those are, you know, they don't have all the hassles and the negatives of the franchise type business, but they just don't have the profit potential. I mean it's just not there, you know when you're selling soap or vitamins you're making a very small mark up. If you're making gift baskets, I mean she makes gift baskets, it costs her twenty-five bucks and she sells them for sixty, seventy-five dollars.

Again, when I make a product for twenty-five dollars I want to sell it for nine hundred ninety-five dollars or six hundred and ninety-five dollars or something in that range. I don't want to sell it for sixty-five dollars. I mean there's just no reason to do that kind of stuff. And you won't have to if you follow what we're going to teach you here. So, this is very, very important stuff that we're teaching you, and I want you to understand there is no business better than the info marketing business, and we're going to show you the simple way to do it. Now before we get into exactly the details of the info business that we want you to start and tell you how to do it, there's something that's really, really important we got to explain.

And this is a concept that I talk about a lot and I'll never stop talking about it because it is literally the difference between having an okay business and a spectacular business. It's the difference between making obscene amounts of money that require you to get into all kinds of tax problems because your income is so high, and you have to put all kinds of zeros after your income in your tax return or having a very mediocre business that maybe does okay, maybe doesn't do okay, maybe goes out of business. So, this is going to be some huge ten star tips I'm going to be sharing with you.

The first thing, and the most important thing we're going to tell you about is this formula for marketing, some of you may have heard me say it before but I'm going to repeat it here, and I hope you can bear with me if you heard it because I can't say this enough; is that here's the formula most people use for a business and it's the one I don't want you to use. And I'm going to first go over this one, and then we're going to talk about the formula that we want you to use.

The first thing is that the formula for failure is to find number one, step number one is find or create or acquire a product or a service, is step one. I'll say that again, step one find, create, or acquire a product or a service. That's what almost everybody that goes into business does first, right? Because you have to

find or acquire a product or a service or how can you be in business, that's what most people think. And then step two is they pray they can find somebody to sell it to. So, step two is pray you can find someone to sell it to. So write that down, step one find, create, or acquire a product or a service, step two pray you can find someone to sell it to.

Now, that is a formula for mediocrity or failure because it creates a situation where you don't have it made easy, and I want it made easy. As I told you, I am very, very lazy by nature, I hate hard work, and above all I hate, I can't stand challenges. Challenges to me are for other people, I don't want to climb Mount Everest; I don't want to overcome large, huge obstacles to succeed. I am as lazy as they come, I want success to fall in my lap, I want money pouring into my bank account, and I want to basically be sitting and doing as little or nothing as possible, that's what I want to do. And let me tell you how that formula works. That formula is a very different formula, it's one you will never learn in business school, you're not going to learn this, write this down.

This is a ten million star tip, so write this down.

Step one, find a hot hungry target market, I'll say it again, step one find a hot hungry target market.

Step two; find out exactly what they already want, step two is find out exactly what they already want.

Step three; sell them exactly what they already want.

So I'll repeat this formula, this is a ten million star tip formula. Step one, find a hot hungry target market. Step two, find out exactly what they already want, make sure you write the word exactly and already because they're very key, find out exactly what they already want. And step three; sell them exactly what they already want.

That is a formula for multi-million dollar success, the lazy person's way because remember now we're not starting off here with a product or a service.

What do we start off with? A hot target market!

People who are insane, people who want to buy something and want to buy it bad. And that is the big key, taking the right target market is the difference between mediocrity, failure or the difference between spectacular success.

And it's all up to you what formula you want to use. If you choose the first formula that I talked about, that's the one they teach you everywhere else, that's the one you're going to learn in business school, that's the one franchises are going to tell you, that's the one everybody else is going to tell you. You're never going to hear the formula I'm teaching and it's the one I want you to engrave in your brain because that is the one that's going to change your life when you follow it. Now let me give you the characteristics of hot target market.

Now a target market is defined as any group of people, any group of people has something in common, that's the definition of a hot target market. If they have something in common they're a target market. And I'll tell you about a hot target market, a hot target market is people who have something in common but have the following characteristics. I'm going to give you these, write these down because if you can find people who have all ten of these characteristics you've got a gold mine, and you're sitting on one.

And we're going to tell you about these characteristics, and we're going to tell you how to tap into this gold mine without any work on your own and to show you how easy it is to get into this if you do it the right way.

Number one, passionate, the people, in order for a target market to become a hot target market is they have to be passionate about the subject area, whatever that may be, passionate is number one.

Number two is irrational, irrational; they have to be irrational about their passion. Okay, I don't want to just get people who are very passionate about the subject matter, I want them irrationally passionate about the subject area. Sort of like they're psycho about it, okay? Number three I want these target markets to have money, I know that sounds stupid but there's lots of target markets that meet these characteristics but they don't have any money. Like you can find a bunch of people who just went bankrupt, they may not be bad people or anything, it doesn't make it bad, but they don't have any money. So they're not a good hot hungry target market.

So step three is money. Number four; they have to be proven repeat buyers, proven repeat buyers. I don't want to get people who I have to try to guess to see if they'll buy. I want to know they've already bought, but not just that; I want to know that they already bought more than once in this target area. That is a huge point because if they already bought in this target area more than once I'm making my job easy, easy, easy because I can sell to them, I know they already buy.

The next characteristic, number five, is they have to be insatiable, insatiable; I'm not sure how you spell it so excuse my ignorance. I don't know how to spell it; I didn't finish college but insatiable means that they can never be satisfied. So no matter how much money they spend in the subject area they keep spending more and more and more. For example I am a golfer and I meet all this criteria on the rest that I'm going to give to you, and I am insatiable when it comes to golf, either playing golf, reading about golf, watching golf, getting golf equipment, whatever, I will keep spending because I am insatiable. I just bought a new expensive driver even though I haven't even used it yet, it's sitting in my garage, I'm going to buy new clubs even though I'm not sure I'm going to use them. I've got like eight or nine sets of clubs in my garage already, I want to go out and buy another set of clubs.

So, that's what I mean by proven repeat buyers insatiable. Now another thing you want, next thing is an addict you want an addict. Just like I am a golf addict, you want an addict in whatever target category, target market you pick. An addict is somebody who just can't, not only can they never be satisfied, I'm unable to resist, okay? And that's another huge characteristic of a hot target market. Next thing, very important, is they must be reachable, they have to be reachable. If they're not reachable, they're no good. You might find a great hot hungry target market that meets all this criteria but if they're not reachable, if you can't get to them easy they're no good to you, they must be reachable!

Next, number eight they've got to be already interested, already interested. Write down the word already, if they're not interested already beforehand I don't want to try to market to them. I want people who are already interested before I ever run into them, I want them already interested. Next is already motivated, make sure you write down the word already. I want them already motivated; I do not want to create motivation in anybody. I am too lazy, it is too big of a challenge, I don't want to motivate somebody to become interested. I want them already interested and I want them already motivated because if they're interested but not motivated they won't buy. If they're already interested and already motivated then they're much more likely to buy and I want people who are already motivated, they're willing to do things without me having to create that willingness.

Last characteristic, very important, is they have to be already predisposed to buy, already predisposed to buy. That means that they've already got the mindset that buying is going to be a given, a foregone conclusion. That's what we want, so we've got those ten characteristics of a hot hungry target market. Now again, me as a golfer for example, I meet all ten of those characteristics perfectly, I am a perfect target market for somebody who is marketing in the golf industry. But we're going to tell you another industry that's even better than golfers and one that you can get into instantly in a couple seconds here. Now keep in mind how important this is to get the right market first because if you get the right market first everything is simple!

You know, we use the analogy all the time that I learned from Dan Kennedy, one of my friends and a great marketing genius, is that when he goes fishing he doesn't want to go on a boat, put a line in the water and try to figure out if the fish are there and try to catch them. That's too much work for Dan, too big of a challenge. I happen to agree with him. \$\$ Dan said when he wants to catch fish he wants the fish in a little barrel, he wants the water drained out of the barrel before he gets there, he wants the fish already dead before he gets there, and just for good measure he wants an oozy machine gun with a full clip to blast into the barrel just to make sure they're all dead.

That's his idea of fishing, that's my idea of fishing, that's what we like about not having a challenge. I don't want to work, call me lazy, call me unpuritanical (?), call me un-American, I want to be a rich capitalist who doesn't work much and who doesn't take challenges. Okay, now let me tell you, I'm going to reveal this, write this down, this is another ten million star tip, I'm going to tell you the category of a hot target market that I think is the best, I don't think I know is the best, I've made more money than any other category, and they meet all ten of the criteria perfectly, and it's a market that never, never ends. And especially the best thing is that when there's a good economy it works great, when there's a bad economy it works great, too.

Now write this down, this market may sound simple to you but it's a profound thing, it's business owners. Business owners are the hottest target market there is. And let me tell you some reasons why business owners are, first of all they meet all ten of those criteria. They're passionate about their business; they're irrationally passionate about their business because they want to make a lot of money. They also have money and they spend money because they have to run a business, you have to have money and spend money.

And if they're a failing business and they're out of business well they don't count because they're not a business owner anymore. They're proven repeat buyers, business owners have to buy stuff over and over and over again, they meet that criteria. Business owners are insatiable, no matter how much money they make they want to make more. No matter how well they do they want to do better, they're insatiable. Business owners are addicts; they will do and buy anything they think will make them more money or make their business go smoother or better.

Business owners are reachable; it's so easy to get to business owners. They're on mailing lists, you can find them through advertising, you can find them on the Internet, the Yellow Pages, it's so easy to find business owners it's ridiculous. They're already interested, they are already interested because they want to make more money, period! They want to make their business better period! They're already interested; we don't have to create any interest. Business owners are already motivated, they are motivated to make more money and work less hours, have more locations, have more profits, whatever. They're all motivated to do that already, we don't have to create that motivation it's so awesome! They're already predisposed to buy because they always have to buy stuff for their business.

We're just going to sell them the one thing they want more than anything else, which is why it's going to create such huge ridiculous profits for you when I explain in a few minutes. Business owners meet all this criteria, and what they want more than anything is they want to know how to make more money, and they are willing to spend money to learn how to make more money, how to work less, how to work easier, how to make their business simpler, how to have less employees, how to have more profits. They all want that information and they are hungry, they are thirsting for it! It's just something that, its just all the conditions are perfect.

Here's another huge condition, write this down another ten star tip, there's over twenty-five million small and medium sized business owners out there, over twenty-five million of them! So they meet the criteria of a hot target market from like a small target market that might only have twenty-five or thirty thousand people in it, which could be a good business. There's over twenty-five million businesses out there, small and medium sized businesses. Now I am not talking about marketing to General Motors or Proctor and Gamble, that's not what I'm talking about, I'm talking about the small and medium sized businesses.

Also, not only are there twenty-five million of them, there are literally hundreds of thousands new ones that start every month; it's a constantly replenishing market. Which is a huge benefit, it's constantly new blood in the market every single month. There are over a hundred and fifty thousand businesses starting every single month, (inaudible) that's the best figures we can get it could be a lot more than that, I don't know. And so those are huge, huge reasons. Another big reason is that business owners already spend money on advertising and other money making endeavors. So what we're going to have you sell them, teach you to sell them in a few minutes is going to be something they're already doing anyways except you're going to show them how to spend way, way less on their advertising and make way, way more on the advertising that they do.

And they're going to absolutely love you! This has been the same product I have sold for years and years, since nineteen ninety-one, and it is one that has made me the most money in this whole category, it's the easiest product to sell, it makes the most money, it has the highest profit margins. So, all this makes sense to you now, I hope so because we are going to tell you now how you can get into this business for yourself quickly, instantly, and short cut the years it took me to figure all this stuff out, and how you can you know, you can get the information on Monday and be up in business by Tuesday, and get going and have leads and people coming in there to your business funnel with just a few days later.

Now, you have two options if you want to get involved with marketing to business owners, a program of how they can spend less money advertising and make more money with their advertising. The first option is you can create your own, you can spend a year, two or three years trying to figure out how to do this all on your own.

You can spend the, like I did, over a hundred thousand dollars getting in debt before I figured out how to do it correctly. You can hire consultants, you can go out and learn how to write your own copy, you can do all that stuff on your own, and you certainly can. I'm not saying you have to do anything with us because you can do everything I'm teaching you here, you can do on your own. I'm not sure it's a great idea, but you certainly can do it. Just for an example, if you wanted to hire a copywriter to write the kind of copy that we will give you to use, a project of this magnitude if I took this on right now, if somebody wanted to hire me and Jim to do this, we would charge people over fifty thousand dollars plus royalties to do a project of this size.

Just to give you an idea of the kind of money it would take to get people of our level to do this. Now the other option, the one I think is the best option, the only one that makes sense to me, and this is a ten million star tip also, is licensing, licensing. Let me explain what licensing is. Licensing gives you all the benefits of a franchise without all the negatives of a franchise.

You get a proven business model to use, you get proven products to sell that are all ready for you to go, you get proven advertising and marketing that already works, already sells the product, you get support, you get a system. But you don't have the big upfront costs, you have a tiny fraction of the upfront costs, and you don't have to pay royalties. Royalties are when you have to pay somebody a percentage of your sales, just like a book author gets royalties when they sell a book to a publisher. A lot of licensing deals can have royalties, but we only think the kind you should get involved in are the kind that don't have royalties where you don't have to pay anybody, you get to keep all your money. So if you sell a product that costs you thirty dollars to make and you sell it for six hundred ninety-five dollars, you get to keep that six hundred and sixty-five dollars as pure profit, you don't have to pay any of it to anybody else. And also licensing allows you to get started instantly because you don't have to wait because everything's all done for you. And a license just simply means that somebody's giving you permission to use everything they've given you to make money. So you can use their ads, you can use their postcards, their sales letters, their free reports, their recorded messages, their emails, their websites, whatever.

You can use their products, you just duplicate them on your own and sell them, and you can use their systems, everything is all ready that you can all that stuff. And all you do is pay a one tiny upfront fee and then everything else is just all profiting gravy for you. You want to make sure now, here's another ten star tip, you want to make sure the products that you license, you want to make sure that they are already proven products, that people already have sold them in the past. And another ten star tip, write this down, people already want to buy them, okay? And also remember the target market meets all those criteria for our ten star tips.

Also, we talked about again you don't want to pay royalties, you want to keep all the profit for yourself. Another ten star tip here, you want to license a product that is evergreen. And evergreen means that the product will be good this year, next year, the year after, five years from now, one that won't change with the times. Something that is pretty much universal, fundamental, it is always pertinent, always relevant!

And it is not something that is going to be outdated or outmoded or because obsolete in six months or a year.

So that's why for example you wouldn't want to get into a high-tech license usually because, unless you got you know, the next Microsoft. You could find yourself having a product that sells for three months or six months and then be out of business because somebody else made better products. Evergreen products are very, very important!

And again, just to repeat, we want you to sell to business owners who want to make more money and want to spend less money on their advertising, and who meet all the criteria. Also, you want to get a license that gives you the option of drop shipping, which means the following. This is a ten star tip, write this down, drop shipping means that if you sell the product, if you don't want to duplicate the product yourself, the books and the tapes (inaudible) master that you get, if you don't want to duplicate those you can have your license or company, you take your order, collect the money then you send the order into us for example and we send the order out to your customer so they think it's coming from you. And you don't even have to duplicate the masters, which then requires you to have zero inventory. It's slightly more expensive to do that but with the ridiculous profit margins you're making a lot of people do choose that option. Another very important thing is you want to make sure the information that you sell them actually works! And again the stuff that we do works and you don't want to sell people things that are guesses or theories, you want stuff that is actual proven stuff. Another thing, very, very important, this is our ten million star tip, make sure the price it sells for is a minimum of ten times your hard costs, a minimum!

Hopefully fifteen or twenty times but a minimum of ten times. If you're selling something for nine hundred and ninety-seven dollars, and it cost you twenty-five bucks, that's a damn good product to sell! Why would you want to do anything different? Why would you want to sell something that you can't make that kind of profit margins? Another thing, make sure that what you sell is worth it and is a very good solid product that you're customers are getting an incredible value. The worst thing you can do is sell products that have good advertising but they're crappy products.

You want to make sure that what you sell is a solid, legitimate, honest, ethical product because you want to get happy customers who keep on buying from you over and over and over again. Which leads me to my next ten star tip, huge point, you want a product that makes the customer so happy that they'll buy

from you on the back end. Now the back end is any sale you make after the first sale. So you want to make sure that you get a product that is so good and so worth it, such a value to customers and they're so happy they got it that they'll want to buy everything else you offer them as a back end sale. Now this is a ten million star tip, the monies in the back end!

Even with the obscene, ridiculous profit margins you make on the front end with these info-products, the bigger profit margins come in the back end because you can sell products to people for sending out an email for example at no cost. And then you get to keep the profits. So the back end is where all the profits come from or the majority of the profits. Even as profitable as you are in the front end, this ridiculous business allows you to make even more money on your back end sales. Where else can you do that? The other thing is this allows you to build a real business, a real business. A real business that gets customers on an ongoing basis, and that the people continue to buy from you over and over again. So that over some period of time you have a business that you could actually not be there and have money coming in and maybe even sell it to somebody, maybe some even big dumb company, which would be the best scenario. Get some idiot corporation to buy it from you for some ridiculous inflated price and then you can go off your marry way and sleep on the hammock and just tell the world basically to shove it! And do whatever you want!

So, that's something that you can build a real business. I have built info marketing businesses up and I have sold them for very, very big chunks of money. And believe me, it's a fun thing to do when you sell your business and somebody gives you a very giant check. Now of course the bad news is that the, well I won't use the term I normally use, but the people who run the government then of course take money from you, but that's a whole other topic. At least you get to keep some of it, so that's good. Now, in a few minutes we're going to go to question and answer session and we're going to answer all your questions as promised.

But I want to explain to you now what our small business marketing magic license is and how you can get started instantly in doing exactly what I just described here for the last forty-five minutes or so. Now the small business marketing magic license is a product that we've had for a long, long time. This product called small business marketing magic is one that we've sold tens of thousands of units of. It's one of the best selling products that we've ever had, and there's a sub-title to it, it's called small business marketing magic a hundred and one secrets of how to get more customers in a month than you now get all year.

And that particular product is one that we've sold from prices on the very, very low end three hundred ninety-seven, forty hundred ninety-seven. Average prices are five ninety-seven to eight ninety-seven. I've got some people selling it for nine hundred ninety-seven dollars. It's a very, very profitable product, a very proven product; it's an excellent product. And it's one that is just a killer money making product because it fits all the criteria that we described earlier in the teleseminar here for you. All the characteristics of the target market are there, all the characteristics of product are there, and as you'll see in a couple of minutes you can get it for a tiny fraction of what you'd have to pay to get any other kind of deal going, and get to keep all the money yourself.

Now what you get with this, is you get the masters of the small business marketing magic hundred and one secrets of how to get more customers in a month than you now get all year, you get all the masters of the manuals, you get the masters of the bonus manuals, you get the masters of the audios, you get the small business marketing magic marketing guide and quick star guide where we teach you how to use the whole entire business and how to make money, how to set everything up, how to get your ads going, how to get your recorded messages going, we give you all the instructions, everything you need to know to get started instantly in these amazing guides that we put together that are really, truly, I know I'm bragging but I can't help it because we're that good, that anybody could figure this out. I mean anybody could take this, if you can read and listen to an audio, you can do this. It's so simple! And we've already given you the hardest part is done remember my formula?

We found the hot hungry target market, we found one that replenishes itself over and over and over again, it meets all the criteria that we talked about earlier, and it's already proven that they buy this stuff over and over and over again. And we know this product is a killer product because we've sold so much of it and it continues to sell anywhere, when people license it it continues to sell and be a hot product. Now you get also, not only do you get the product to duplicate, now you get a complete instruction guide of how to use it and the quick star guide, you also get all the marketing materials, all the marketing materials to sell it!

You get all different kinds of sizes of ads, recoded messages, postcards, follow up pieces, emails, all the correspondence, ongoing follow up materials for the multi-step marketing, everything is included in this kit. You get the whole same exact thing that we use to use to sell it, (inaudible) use for yourself. We give

you all the exact details, nothing is left out, everything is there. You get the books, the tapes, everything, all the instructions and all the marketing materials. It's an instant, instant business!

You get in the info marketing business to the best target market there is, it gets you in it tomorrow! And, you can sell this product, and set it for anywhere from three ninety-seven on the low end, which I don't recommend but if you want to that's your choice, up to a high of nine ninety-seven. And you get to keep all the money. Now to duplicate the books and tapes is somewhere normally in the range of thirty to thirty-five bucks, thirty to thirty-five dollars to sell a product for seven hundred ninety-seven, eight ninety-seven, nine ninety-seven, for thirty or thirty-five bucks hard cost. And if you want we can do the drop-shipping program, which is an option to you where it's a little more hard cost but you don't have to do anything.

You don't have to duplicate anything, all you do is take the orders, forward them to us, and we send them to you. So if you're really, really lazy you might like the drop ship and there's no royalties! There are no royalties to us! You keep all the money. So if you make a seven hundred dollar profit on a sale, you make seven hundred dollars. It's all your money, okay? Now to give you an idea here, give you an example, one of our licensees recently got the program, sent out three hundred postcards to local businesses in her area working out of her house, never did any of this before. It cost her a hundred and twenty-two bucks to send out the postcards, she ended up selling four courses. She only sold them at five ninety-seven, I know she could have got more than that but she's a little chicken. So she went five ninety-seven.

She made twenty-three hundred and eighty-eight dollars in the course of the first month for an investment of a hundred and twenty-two bucks in postcards. I'm telling you guys, this is the business to be in. That's one example of hundreds that we can share it with you that are very, very, very much identical and much bigger success stories than that. And I also want to tell you that earlier in the call I told you I was going to tell you about a guy we plucked off the street. This guy was a down and out guy working at a very menial job, very demeaning and menial job, constantly being berated and hassled in a miserable, miserable business and miserable job, living a miserable life, got our licensing program started and within a few months was doing ten grand a month in business. Within six months was doing twenty-five or thirty grand a month in business. And it actually ended up being worth a hundred and eighty-four thousand and change, that's under a hundred and eighty-five grand of money in the bank in less than a year.

And now it's a year and a half since he started and now his business does over a hundred grand a month like clockwork with this licensing program selling the exact same thing that we're teaching you how to do here. And this guy had no experience, no knowledge, no money, in debt, and it's just that easy. If you just follow our instructions and do what we tell you. Now this course, start writing these numbers down, I'm going to give you some numbers and I'm going to tell you about our amazing, amazing free bonuses. You're going to find out how you're going to get just under twelve thousand dollars of stuff for a fraction of that.

The small business marketing magic license we normally sell for twenty-nine hundred ninety-five dollars, that's our retail price, twenty-nine hundred ninety-five dollars, and that's normally in one single payment. Okay, but since you guys have taken the time to be here with us today to educate yourself today to understand what the best business is and how (inaudible) and understand the marketing formula that works better than any other formula, because you guys are stepping up to the plate and showing us that you're serious and that you're really people who are players who want to get in this game and you're not just talking about it but you're doing it, we're going to knock the price down. And we're not going to charge you twenty-seven hundred dollars, we're not going to charge you twenty-five hundred dollars, we're not going to charge twenty-three hundred, even twenty-one hundred dollars! We're going to knock the price down a thousand bucks down to only nineteen hundred and ninety-five dollars, which is a thousand dollars savings!

It saves you a thousand bucks just because you took the time and effort to be here, as a reward for you doing that. And that thousand bucks coming off the top is even made sweeter because we're not going to charge you the nineteen hundred ninety-five dollars in one payment. We normally charge twenty-nine hundred ninety-five dollars in one payment, and we're going to split the investment up into four ridiculously easy monthly installments of four hundred ninety-eight dollars and seventy-five cents each and shipping of thirty-eight fifty will be added to the first payment.

Once you sign up with your first installment, we will send you the entire program, all the free bonuses I'm going to describe to you in a second here, which are unbelievable free bonuses. I can't believe we're giving them to you but we've already made the commitment. So we're going to tell you what they are and you're going to get them. And you get all that with your first installment. So listen to these amazing free bonuses we're going to give you.

The first amazing free bonus is what we call a critique coupon; this is a four hundred and fifty dollar critique coupon. Jim and I personally critique marketing materials from people all the time and we charge four hundred fifty dollars for a quick second opinion critique of your marketing materials. We charge four hundred and fifty dollars as a flat fee to do that. We are going to give you a coupon to do a critique for you for four hundred and fifty bucks. That's a freebie that we're giving to you because we want to help you in case you want to modify some marketing materials or if you have your own marketing materials you want us to look at. We're going to give you a critique coupon, there's no expiration date.

Whenever you want to use it, two months from now, six months from now, a year from now, whatever, that never expires. We're going to give you a four hundred fifty dollar coupon for that free, it's a very, very valuable thing because our second opinion is, again we're not bragging, our second opinions have made people a lot of money like setting them on the right course and also save people a ton of money by saying what are you doing? Don't do this, this is terrible! So that's one free bonus. The next free bonus, this is an unbelievable free bonus, this is our automated marketing secret weapon that Jim and I originally just did for just ourselves and we sell this for twenty-four hundred and ninety-five dollars.

We're going to give it to you free, it's the best secret marketing weapon that Jim and I have ever used to make literally millions of dollars we never would have made if we weren't using it. And what this involves is automating the whole info marketing business and also the multi-step marketing. Because one thing you have to learn is another ten million star tip, write this down, multi-step marketing works better than single step marketing, you know hundreds or thousands fold. Multi-step marketing is one of the best-kept secrets in marketing. That means when you get a lead or prospect you market to them over and over and over.

And write this down, this is our ten star tip, we say till they buy or die! Till the buy or die! We keep following up with people, following up with people, following up with people. And in order to do that it takes systems to have in place because you get leads and prospects from all different kinds of sources, different ads, different postcards, different mailings, different websites, whatever, and you have to keep track of all that stuff.

For years Jim and I had to figure out how to do it on our own and we created our own software to do all this tracking of all the leads, all the follow ups, who's doing what, who bought what, how much they're spending, they're installment payment, all that sort of stuff. Jim and I had to write all our stuff because you can't get this stuff, you can't use Act or Goldmine to do this, it won't do it. You can't use QuickBooks to do it. There's no software out there that will do well, except the one that you're going to get.

There is no other software that will track a direct marketing business of any kind especially an info marketing business and keep track of everything that you do making it run all automatically. It will automatically download your leads, download your leads for example from your recorded messages into your software, it keeps track of all your leads and customers, what info they got, what's to be sent to them for each step in a multi-step sequence, what they bought, their credit card charges getting run through, installment payments getting tracked and run through, tracking all your sources of all your leads and all your sales so you know which ads or letters or postcards or websites are working better than others. It tracks all your testing, and your campaigns so you know which test ad worked better, which postcard worked better. It automatically gives you all the results of each marketing campaign in it's entirety and each step of each marketing campaign so you know exactly not only what campaign works better but which step of each campaign works better. It'll track and send out all your newsletters and your ongoing communication to your customers, it (inaudible) status to leads and customers so you can segregate your database.

It tells you what your cost per lead is, your cost per sale, your lifetime value of a customer. It automatically converts prospects into customers, automatically converts them in a way so that you can segregate your database. It tells you who has bought what, who has spent how much money, which customers bought which product, which customer spent so much money. It tracks all your commissions or splits you have with other parties, it tracks all your renewals, all your joint venture partner splits, all your installments due, your product orders, your conversion rates, your free information requests, your back end product marketing and orders, all your service inquiries.

It has full-blown contact management way better than Act or Goldmine but it can do all these things that those other products could never do! You can take your customers leads and put them into one sequence or more than one sequence and instantly switch them from one campaign to another. You can track unlimited number of customers, leads, salespeople, vendors, products, services. It does your inventory

tracking for you. It tracks everything it does, it tracks everything for you! And Jim and I originally started selling this a year and a half, two years ago, because people kept saying how do you guys do this, you can't just keep the software private.

Every year we keep updating the software, right now this current version is twenty-four hundred ninety-five dollars, we're going to give it to you free as a bonus if you order today before midnight. Now I'm also going to tell you something here, think about this, not only are we giving you the products to sell, not only are we giving you the multi-step marketing materials to generate the leads and sell the products, not only are we giving you one of a kind easy to learn software to run your whole business for you, we're giving you everything!

Everything you need to do the business, from soup to nuts! We're giving you the whole deal! Now, if that wasn't all enough, now keep in mind, that's already bonuses that are worth over three thousand dollars that are free but I've got a bonus here now and listen, write this down, this is very, very important and this is very limited. We've got a deal, it's a book that we wrote and this book is called *The Business Owners Guide to Little Known Marketing Secrets That Work*. I'll say it again; it's called *The Business Owners Guide to Little Known Marketing Secrets That Work*. And Jim and I have written this book but we didn't write it to sell ourselves. We did it as a ghost writing deal, as a licensing deal. We wrote this originally for people and to have as their own book that looks like they wrote. They can put their name and their picture on it, and instantly be a published author. Now our normal price for this book, *The Business Owners Guide to Little Known Marketing Secrets That Work* is fifty-nine hundred and ninety-five dollars, is our normal price.

That's our retail price if you do that, that's a one-year license, fifteen hundred and ninety-five bucks. You get to put your name on the book, you get to put your picture on the book, it looks like a real book, published book. Everybody who sees it believes and truthfully believes because we're giving you the license, it's legitimate, that that's your book, that you wrote. You get to be an instant author. You can use it as a lead generator, you can use it to get speaking engagements, get consulting clients or business, you can sell it to the bookstores, do book signings, anything that any published author can do, you can get free publicity, you can get yourself on radio, on TV with this book. We're going to give it to you in Word format; it's yours absolutely free.

And you don't ever have to pay us another renewal fee. It's not a fifty-nine ninety-five a year that we're giving you; we're giving you the whole unlimited license forever. No ongoing fees. So that's a really, really expensive valuable bonus. And let me tell you something, there is nothing more powerful when it comes to marketing to be a published author. People legitimately look at you as a published author, your life changes, and changes big time. Now there's two hundred twenty-five of you on this call, and this fifty-nine hundred ninety-five dollars author's license I can only make it available to the first nineteen attendees on this call who order the licensing program. That's all I can do because of limitations. We don't want everybody in the world having this author's license. We can only have a very, very limited number.

There's two hundred and twenty-five of you on this call, we only have nineteen of these licenses available for this book author license. So the first nineteen people who place their orders, I'm going to tell you how to do that in a second, I'm also going to tell you about how to do the question and answer session in a second. The first nineteen people that do that are going to get that free. Now let me tell you one other thing I'm going to do for you, I'm going to back all this up with a one year unconditional money back guarantee. If you don't think this is the most kick ass program you've ever seen in your life, anytime in the first twelve months send it back and we'll give you all the money you paid us plus the shipping charge. And there'll be no hassle whatsoever, that's the bottom line. I'm putting all my money where my mouth is, and so is Jim.

We do that all the time. And you can keep all the free bonuses we're going to give you, and if you're one of the first nineteen you can even keep the book author's license for free if you don't like the small business marketing magic license program. You can keep everything else for free as our gift and our way of saying okay we tried. So let's recap what we got here. The SBMM license, you save a thousand dollars and instead of paying nineteen ninety-five in one payment you can pay it in four payments of four hundred and ninety-eight dollars and seventy-five cents plus thirty-eight dollars and fifty cents shipping and handling added to your first payment.

You get the following free bonuses; you get a free marketing critique coupon worth four hundred and fifty dollars, you get a twenty-four hundred ninety-five dollar automated marketing software for free to run your whole business, and the first nineteen attendees are going to get a fifty-nine hundred and ninety-five dollar author license for free for their lifetime not just the one year. So the whole deal if you add this stuff up at regular prices, it's just under twelve thousand dollars and you're getting the whole

twelve thousand deal for only four payments of four ninety-eight seventy-five and then backing it up with a one year no b.s. money back guarantee! I don't know what else I can do to show you how serious I am, I want you to get into this business and I want you to get into it now!

Jeff: You are not going to get another chance to have a complete business put into your lap and be the author of a published book, that's just an outstanding book for such a small amount of money. It's just a tiny fraction of what you'd spend any other way. So if you want to get involved, do it now. And with that, we'll go to questions and answers. Operator you could explain how they do it.

Operator: Ladies and gentlemen, at this time we will conduct a question and answer session. If you would like to state a question please press star zero on your phone now and you will be placed into the queue in the order received.

Jeff: If you've got any questions, go ahead and follow her instructions. Do we have any questions?

Operator: Yes, they're coming in right now and they're collecting their names. Our first question comes from Brian Kelly please state your question.

Brian: Yes Jeff.

Jeff: Hi Brian, how are you doing?

Brian: Good, how are you?

Jeff: Great.

Brian: Good. So you're saying I can get this product, this program, like tomorrow and within a couple days I could have (inaudible) making money. Is that what you're saying?

Jeff: Yeah, now you may not get it tomorrow because we keep a very small inventory and it may take a week or ten days to get it.

Brian: Right.

Jeff: But once you get it, you will be able to go into business because we're giving you all the ads, all the marketing material, all the instructions. We're giving you the books and tapes to duplicate if you want on your own or you can have us drop-ship them for you. We're handing the whole business in your lap. And we're giving you the software to run the whole business so you can keep track of every lead you get, all your customers, all your orders, all your purchases, all your installment payments, all your credit cards, all your contact management, all your multi-step campaigns, all your testing. That software is unavailable anywhere else on this planet and you get it. And we're giving; we sell it for twenty-four hundred ninety-five dollars, giving it to you free. And we're giving you the, if you're the first nineteen, people who order, you're going to get to be the author of a book where you get to put your name and your picture on the book and you become a published author. So yes, we're giving you an instant business. We're making it, remember when I said I hate challenges at the beginning of the call?

Brian: Yeah.

Jeff: Well, we're taking away the challenge from you Brian. You don't have to do much except follow our instructions.

Brian: And the market's not saturated?

Jeff: Pardon?

Brian: And the market is not saturated?

Jeff: No, see the thing is that's what the beauty is. There's twenty-five million business owners. It's virtually impossible to saturate this market.

Brian: Okay.

Jeff: And there's over a hundred and fifty thousand business owners a month coming into the markets.

Brian: Okay, great.

Jeff: It's one of the fastest growing niche markets there is. And it's the best target markets to be in because the people meet all those criteria that we talked about. And spending money for them is nothing new, they spend money on how to make more money and they also love to spend money on how to spend less money and make more profits. And that's what the small business marketing magic product teaches them, how to get more customers in a month than they get all year and to save most of the money they're wasting on advertising now. It teaches them how to save it, put it in their pocket where it belongs. It's a very, very simple sale.

Brian: All right, well thank you Jeff.

Jeff: Sure, good luck to you.

Brian: Yep, thanks, bye.

Operator: Our next question comes from Hilda Perez please state your question.

Hilda: Yes, I wanted to know if you get fees with this every month? Do we have to pay a certain amount of fees or anything like that?

Jeff: The question of whether you're paying fees or not, it's very simple. No. You keep all the money. The only time we're going to charge you a fee, that's your choice, is if you want us to drop-ship the product for you. So when you start making sales and your business owners order the small business marketing magic kit, if you collect the money and forward the info to us we will have it drop shipped to them for you so you don't have to duplicate it. And that's a slightly higher cost. If you duplicate the product on your own it will be about thirty to thirty-five dollars to get the manuals duplicated and to get the audios duplicated. But there's no royalties, no fees. The book license fee is normally

fifty-nine hundred ninety-five a year; we're going to give it to you free! There's no renewal. So, everything you make you keep. I don't know a better way we can offer it than that.

Hilda: I got in a little bit late, so I'm not sure. Is it like products that you guys give to us or what?

Jeff: It is a business product that's a book and tape set called small business marketing magic. It's a set of manuals and bonus manuals and audios that you sell to business owners teaching them how to get more customers in a month than they now get all year and how to save a ton of money on wasted advertising that they're now blowing. It's one of our best selling courses, business owners are the best target market to go after. It's the easiest sale to make because they're already spending all this money and they want to make more money. And they don't want to spend money they're wasting now on advertising, they want to save it. And you're going to teach them how to do that with this course.

Hilda: And how much do we charge them?

Jeff: You charge them anything you want because we're not allowed to tell you how much to charge. We can give you recommended prices, anywhere from three hundred ninety-seven on the low end to as high as nine hundred ninety-seven. The average price we're seeing out there is in the six ninety-seven to eight hundred ninety-seven dollar range for something that cost you thirty or thirty-five bucks to duplicate.

Hilda: And they're getting what we're getting or no?

Jeff: No, you're getting the masters to duplicate, but you also get the instructions on how to sell it and you get all the marketing materials to sell it. They don't get all that, they just get the course that we're giving you. We're giving you the complete course to sell, either you duplicate it yourself or we duplicate it for you and ship it out to your customer if you don't want to keep any inventory.

Hilda: So we can basically call you all and then you ship it to them?

Jeff: Well, you don't call us, there's actually a mechanical process to do it. But yes, you inform us, or you collect the money from the customer. So you get paid first, and then you deliver after and you don't have to keep any inventory if you want to take advantage of the drop-ship. It's a slightly higher fee to drop-ship, I forget the exact cost, it's something like sixty, seventy, it's somewhere in there, I don't remember off the top of my head to be honest with you. But it's a very nominal cost compared to the price you're charging. You'll still be getting ten times you're cost even if you use the drop shipping.

Hilda: Okay, so we just basically program it in the computer and then?

Jeff: Well, you get your order and you're going to have the software that we're going to give you to run your whole business with. And you put your order in the software and then you would send that order to us. And again, you'll learn how to do that in the instructions, and then we would hit your credit card for the small fee and then we would ship it out for you.

Hilda: Okay.

Jeff: So, if you want to be ultimately lazy, you got it.

(Laughter)

Hilda: I mean if we have any questions at any other time we can always call you right?

Jeff: Well, we have a whole support program for you to answer any of your questions that aren't covered in the material. We've covered ninety-nine percent of the questions in the materials because we've done this for a long time, but if something comes up or you have a question we do have a support staff. They're very good, very friendly, and they are very concerned for your success. And they will answer your questions.

Hilda: Okay, great, okay.

Jeff: Okay?

Hilda: Thank you very much

Jeff: Sure, good luck to you.

Hilda: Thank you, bye bye.

Operator: Our next question.

Jeff: Hello? Next question?

Operator: Comes from Arlen Stevens please state your question.

Arlen: Yes Jeff.

Jeff: Hi Arlen, how are you doing?

Arlen: Hey, I'm doing well. You kind of answered my question; it was about the cost of drop shipping.

Jeff: Yeah, I apologize; it's definitely in the double digits. I don't remember the number. It's like seventy or seventy-eight or eighty, it's somewhere in that. I just don't know I apologize.

Arlen: Okay, well.

Jeff: But it's more than if you duplicate it yourself.

Arlen: Uh-huh?

Jeff: But so many people, well actually most people, licensees use it because they, like us, are lazy and they would just rather have it done. And when you're charging nine hundred

bucks they really don't care if it's you know forty dollars or eighty dollars, they don't really care. But that's up to you.

Arlen: Right. Well I have another little question. Is there any service that you recommend or offer to help someone overcome the obstacle of taking credit cards?

Jeff: Yes, when you get the program you can send an email to our support staff and we can refer you to a company that there's a ninety-nine percent chance you will get approved to take credit cards. It's a company that we use for all our merchant account stuff. And these guys are just absolutely amazing. I can't think of anybody they haven't got approved. But I think ninety-nine percent because I want to cover myself. But yes we can help you solve that problem and we can refer you to them, and they can get you going very quickly. They also offer merchant accounts I'm pretty sure that do not have any deposit or hold back requirements.

Arlen: All right, well that answers my question.

Jeff: Okay, it's a great question. Thanks.

Arlen: All right, thanks.

Jeff: Is there any more questions?

Operator: Yes, our next question comes from Darrell Price please state your question.

Darrell: Yes how are you doing Jeff Paul?

Jeff: Hey Darrell, how are you doing?

Darrell: Oh, pretty good. I had three different questions I would like to ask you.

Jeff: I'll find three answers for you.

Darrell: Okay. Number one can they be adopted to other industries? In other words if I wanted to target specific industries to where I can match the message to their particular market, do I have to go in and change the actual course information to reflect their industry? For instance, if I was going to take it into the accountants industry, would I have to adjust the information for accountants per say? Or can I leave it as is?

Jeff: We recommend you leave it as is. But you certainly can modify the materials if you'd like. The only thing is if you modify them, you know you have to make sure you know what you're doing.

Darrell: Mmhmm, okay, that's good. Second question is can they be converted to digital downloadable products? I do most of my marketing online, that's my specialty.

Jeff: This license is only for hard offline.

Darrell: Okay.

Jeff: You cannot digitize it and sell it online.

Darrell: So it's mainly for hard copies?

Jeff: Yes, because well there's a lot of reasons for that. But the biggest reason is that's how you make the most money.

Darrell: Mmhmm?

Jeff: So we don't want people doing this online, it just doesn't work near as good. We want you to succeed at this.

Darrell: I see. Now also with your drop shipping arrangements, the orders that are generating they would obviously be generated through our merchant account or?

Jeff: Yeah, you collect the money and you just forward the order to our staff. We have a drop shipping set up and we'll get that out to your customer.

Darrell: Hmmm.

Jeff: And we usually keep enough on hand where they can usually be shipped out in a day or two, three days, very short period of time.

Darrell: Mmhmm, I see.

Jeff: So if you're ultimately lazy, we got (inaudible).

(Laughter)

Darrell: Sounds good, sounds good. Okay, I really appreciate it.

Jeff: Okay.

Darrell: Thank you for answering my question.

Jeff: Thanks.

Darrell: Okay.

Jeff: We'll take a couple more questions operator.

Operator: Our next question comes from Debbie Kennedy please state your question.

Debbie: Hi Jeff.

Jeff: Hi Debbie, how are you doing?

Debbie: Wonderful, wonderful. Two questions, I have already purchased the program and I wanted to know number one is the lead generations. I noticed that you know, I somehow opted in to get this information to get on the call, and does the program actually tell us where to get the leads from the business owners? Or is there some kind of?

Jeff: Oh yeah, we tell you how to advertise, how to get the leads generated, how to get them into a recorded message. We give you the recorded messages to record.

Debbie: Got it.

Jeff: The software has a set up that's already in place to download the leads right from the recorded message service that transcribes the leads for you. And then your leads get right into the software and you can source code them. Then you instantly send them out the first follow up material or do whatever follow up you want. And then you design your own multi-step sequences and save them in the software. You just click a button and they're clicked into the sequence automatically. When they do buy, then you click a button; you take them out of the sequence and put them into a different sequence. So yes, we give you the whole deal here.

Debbie: Got it. Now the other question is, is on the software I was very interested in that because I have a client base already. Can I insert I guess, my current client base and generate different emails to them in this particular program?

Jeff: Yes, yes.

Debbie: Okay.

Jeff: Actually the word is import Jim tells me.

Debbie: Import thank you.

Jeff: Yes, believe me, I don't know that stuff either so.

Debbie: Yeah.

(Laughter)

Jeff: So, but yes we have an import wizard in the software that allows you to import a database from any other software program. If you get stuck or have trouble you can send an email to our staff and they can help you and walk you through it. The software also comes with videos that show you how to do most of the stuff. We made it you know, very Homer Simpson-ish.

Debbie: Got it.

Jeff: Because we hate software, that if Homer can't do it then we don't like the software.

Debbie: Mmhmm.

Jeff: Actually the term we use is don't make me think.

Debbie: Right, right, great.

Jeff: So yes you can import them in and you can separate them by status so that they can be separated from other groups in your list and you can send them different things. You can set up different marketing campaigns for them. You can click them in; click them out of the campaigns. You can find who spent so much money, who bought so many products, keep track of all your orders and charges of your installment payments, your renewable payments, your inventory, your credit cards, (inaudible), it just, it does everything.

Debbie: Well that's one of the things that I have to say I'm so impressed with your program is that I bought an original program probably three years ago and I have consistently gotten emails and it's what led me to this conversation and purchasing the program today. So obviously it works.

Jeff: Yes it does work. And remember earlier in the call I gave you the ten million star tip which was buy or die?

Debbie: Uh-huh?

Jeff: If somebody gets into your loop, however they get in.

Debbie: Right.

Jeff: You keep marketing until they buy. Now we have to add a disclaimer; or they tell you to go to hell or get off the list.

Debbie: Right.

(Laughter)

Jeff: But buy or die it does work and I mean you're living proof and everybody's hearing this of how somebody, we stayed with you.

Debbie: Absolutely.

Jeff: And here you are now a new customer again so.

Debbie: Right, right. I appreciate all you do.

Jeff: So anyway we'll look forward to working with you and thank you so much for being here.

Debbie: Absolutely, thank you.

Jeff: Okay, operator, I think I'm going to have to cut this off now unfortunately because we ran over our time. So I want to tell everybody thank you very, very much for being on the call. You have to place your order by midnight in order to get the free bonuses and the

thousand-dollar discount and the four payments. And we hope that you get the program, get successful immediately like so many other people have. And then we can then put you in our next infomercial because we do get our infomercials from real, live customers just like you who buy our programs, become successful and want to share their success with everybody on TV. And that's how we get people to be put in our infomercials, and anybody who buys the program does automatically qualify to be in an infomercial of ours if you have success story and want to share it. So anyway, that's it, I want to thank you very, very much for being here and we appreciate you taking the time and we wish you good luck no matter what you decide to do. Bye everybody.

(End Call)

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