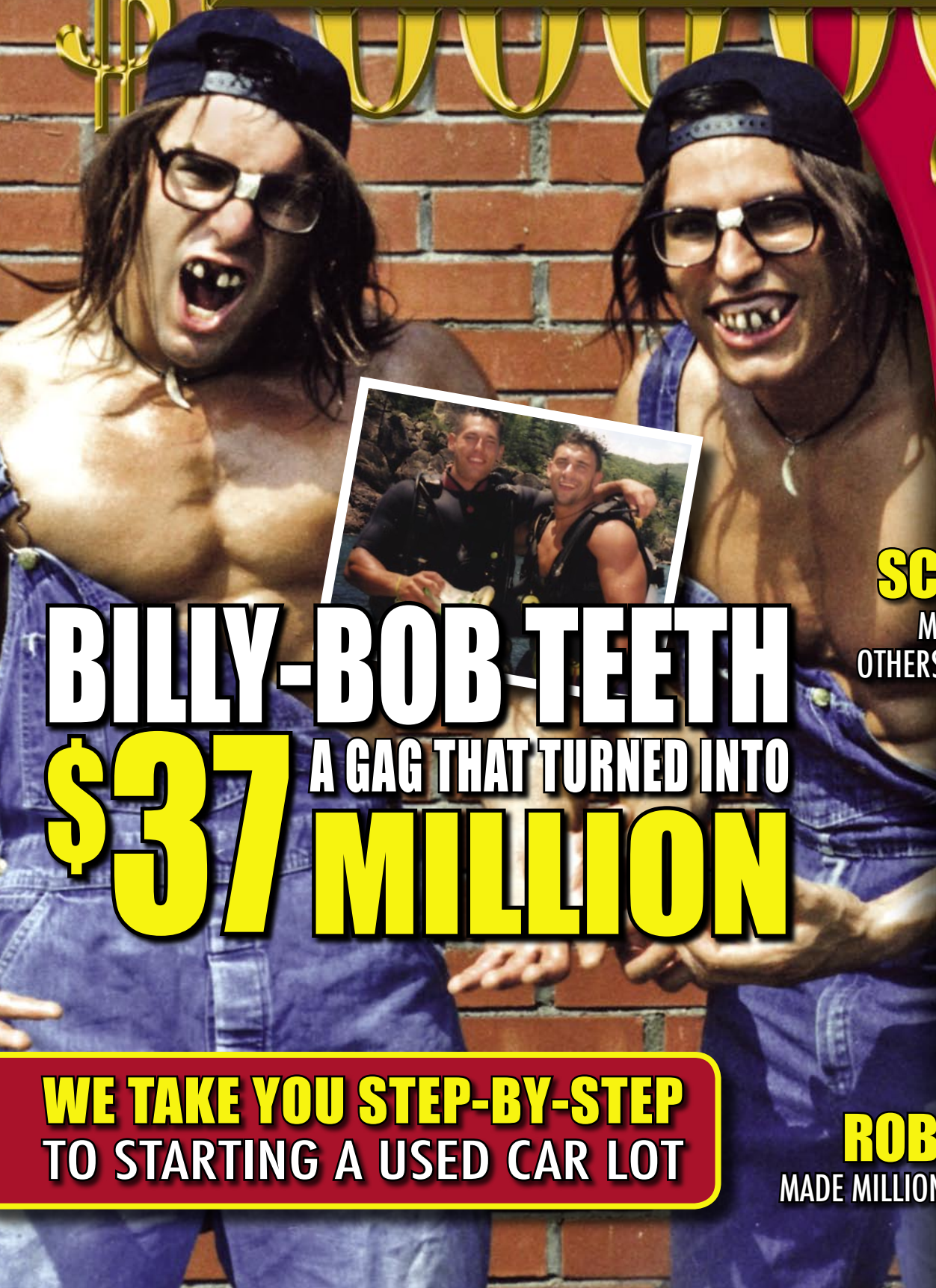


DETAILED EXAMPLES AND STEP-BY-STEP INSTRUCTIONS FROM SELF-MADE MILLIONAIRES

\$1,000,000 MILLIONAIRE BLUEPRINTS *live*

July/August 2007

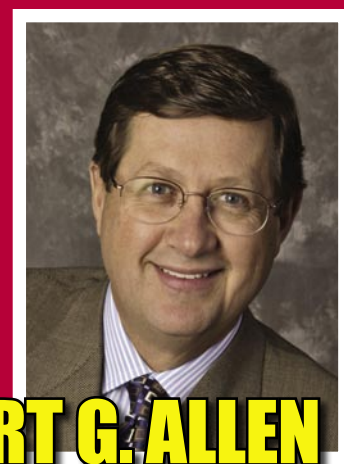


BILLY-BOB-TEETH
\$37 A GAG THAT TURNED INTO
MILLION

**WE TAKE YOU STEP-BY-STEP
TO STARTING A USED CAR LOT**



SCOTT JORDAN
MAKES MILLIONS HELPING
OTHERS "MANAGE THEIR GEAR"



ROBERT G. ALLEN
MADE MILLIONS WITH NOTHING DOWN

\$1,000,000 MILLIONAIRE BLUEPRINTS Direct



Bootstrapping Your Business With Marketing

By Joy Gendusa

In this day and age you cannot grow a business without savvy marketing knowledge. With the advent of the Internet, having a Web presence is key to being up-to-date and accessible to your clients and prospects. Direct mail campaigns that work in conjunction with your Web site promotion will ensure that your marketing efforts work for you the way they should. Dovetailing all your promotional materials together and concentrating on a similar look and feel throughout will boost your marketing efforts exponentially.

What's True, And What's Not?

These days, the controversy between direct mail marketing and e-mail marketing is a quagmire that leaves many business owners confused in its wake. Those who firmly believe one over the other are such staunch supporters of their views that blind spots occur in researching what is best for one's particular company or product.

According to a new study by the Direct Marketing Association (*The Power of Direct Marketing: ROI, Sales, Expenditures and Employment in the U.S., 2006-2007 Edition*), and as reported in *DIRECT Magazine's* article (*E-mail Tops in ROI*), e-mail marketing delivers the highest Return On Investment (ROI) of all media available to marketers.

The study goes on to project that e-mail driven sales in the United States will show a compound annual growth rate of 14.9 percent between 2006 and 2011. Direct marketing sales will show a compound annual growth rate of 6.3 percent between 2006 and 2011. However, there is more to understand here than

the initial ROI. E-mail marketing done SPAM style causes loss of goodwill and long-term detriment to the overall market segment due to over saturation of uninvited promotion into one's inbox.

I recently decided to confront the missing link regarding this riddle head on and got together with my very good friend, Marsha Friedman, CEO of EMSI, a national PR firm, to create a two-day Marketing Boot Camp that helped rid entrepreneurs' minds of these lies generated by vested interests in the marketing industry. The e-mail ROI half-truths and opinions above are just the tip of the iceberg, and we realized that EDUCATION was vital to our customers' success.

The seven marketing experts who spoke at the Power Marketing Mania Boot Camp were loaded with different aspects of marketing data that each entrepreneur could learn from. And we checked them all out thoroughly to ensure the data they were providing was TRUE and that it had trackable results. We didn't allow

any ‘pitching from the podium’, so to speak. These experts were there to impart knowledge, not to sell anything.

On the roster of experts was Len Bruskiwitz, the Director of Global Partner Programs at Constant Contact, the leading small business e-mail marketing solution, and Bob Francis, the Vice President of Media Productions for Event Management Services, Inc., who is producer of the award-winning TV commercial, “8 Minute Abs”.

Survey technology, search engine optimization technology, e-mail marketing, direct mail, publicity and direct response were the topics covered. There was also a special session on execution and planning to ensure that the attendees were able to write and implement a marketing plan before leaving the Boot Camp.

The focus of the Boot Camp was on having business owners create action plans to implement tailor-made strategies for their businesses so results were assured.

There’s no one silver marketing bullet. The first order of business in the Boot Camp was to impart that interesting truth. My business may be selling direct mail postcards to companies nationwide to help them expand, but I don’t just use postcards to market. Sure, postcards were my number one staple for my first three years in business, but I use the Internet, publicity and e-mail heavily now as well.

Businesses have to be savvy about marketing to survive. Some businesses need to pursue many marketing avenues; others only need a few. It’s all based on their business model and what they are trying to achieve.

Marketing Boot Camp Converts 99 Percent Of Entrepreneurs Surveyed Into Marketing Masters

The 130 attendees at the Boot Camp gave testimonial after testimonial stating that they were relieved to get a full spectrum of marketing data to help them in their businesses.

Ninety-one percent of the Power Marketing Mania Boot Camp attendees did not have a marketing plan before attending and did not feel it was that important.



“Great seminar. I attend many, and it was one of the best,” said Terry Morrill, founder of The Morrill Group, a California-based Inc. 500 company.

An interesting statistic that came from prior surveying of the entrepreneurs who signed up for the Boot Camp was that nearly 91 percent did not have a marketing plan and did not feel it was that important. My co-organizer, Marsha, and I were challenged by these daunting statistics, yet excited about turning the “Doubting Thomases” into Marketing Masters.

To extend our mantra of delivering more than what’s expected, and as part of the value of attending the Boot Camp, we had our staff call each attendee’s company prior to the Boot Camp and ‘blind shop’ – or pretend to be a prospect wanting their services. A surprising 94 percent of the companies called failed to ask the prospect how they heard about them and didn’t get the prospect’s contact information! How can you track your marketing ROI if you don’t ask the folks calling in how they heard of you? Interesting, to say the least!

We knew the content of the Boot Camp would be valuable if it could help entrepreneurs go from being unable to confront their

marketing needs to be in full control of what they need to do to boom their businesses. In the rest of this article, I will attempt to impart some of the essential marketing data taught at the two-day Boot Camp so that you can start applying these principles to your business and begin to see success.

Surveys Are The Missing Link To Effective Promotion



Speaker Mark DeEulio, an internationally recognized motivational speaker, executive trainer and consultant.

Surveys are important to institute in order to learn your target market's "buttons". What is a "button"? Something that elicits a response – something so close to home, so to speak, in the consumer's mind that he or she looks at it and then responds. You have to survey to find out what the buttons are – and then you have to push those buttons in your marketing materials. Believe it or not, telling prospects the features of your company are NOT the buttons. In fact, this is not even good marketing because it violates what the consumer wants to hear. Their "buttons" are what the benefits are going to be to them if they use your product or service.

Say you sell financial services. You survey your customers to find out that the majority's long-range financial objective is to be financially free and that their biggest concern is losing their money. Use that in your promotion. For example, say, "I used to worry about money all the time. Now I am financially free." That communicates a whole lot better than "Diversification of Funds, Strong Performance and Conservative Approach." Who the heck cares about that?

See what a difference surveys can make?

Search Engine Optimization Will Take You A Long Way



Speaker Ed Taylor, an Internet marketing consultant who helps businesses sell more products and services by showing them how to use cost-effective Internet marketing strategies.

This is a heavy-duty subject, but one you must wrap your wits around in order to be a top-rated and easily-found Web site. Since this can be such a

great topic, I am going to give you just a few pointers that you can utilize right away to improve your Web site.

- Make your contact information very visible and prominent on your Web pages. Include it at the bottom of the pages for better eye tracking.
- Put content about your product or service in readable format – from left to right.
- Have your purpose of the site clearly explained in the design. You want them to call. Then make it easy for them. Direct them to each point you want them to click.
- Don't blind the prospect to your message with horrible format, busy text and graphics, and too much information that so that it convolutes whatever message you want them to get.

What Is E-mail Marketing, And What Is Not?

Speaker Len Bruskiewitz, Director of Global Partner Programs at Constant Contact, the leading small business e-mail marketing solution.



There is false data about e-mail marketing; here's the truth:

E-mail marketing is:

- ongoing communication between a business or organization and its subscribers.
- a means to provide the recipient with something valuable (information, coupons) in return for their permission to receive e-mail from you.
- trackable by the sender, which helps them create targeted communication in the future. You must have tools in place to see if the recipient opened the e-mail and/or clicked through to your Web site.
- a tool that allows the recipient to opt out of future messages at their discretion.
- a complement to, not a replacement of, online/offline customer acquisition programs.

E-mail marketing is not:

- a "first touch" acquisition tool. This means you need to reach them the first time with direct mail, a TV/radio commercial, from a Web search or some other way but not with an e-mail message.

- a way to market to e-mail addresses you bought, rented or “scraped” from a Web site. People hate spam, and it will harm your business reputation if you do not have permission from the recipient.
- effective without a well thought out strategy in place to develop and execute your message.

Direct Mail Postcards: Seven Things You Must Include In Your Postcard Campaign



Speaker Joy Gendusa, Founder and CEO of PostcardMania, the nation’s fastest growing direct mail postcard marketing firm, recognized by Inc. Magazine in 2005. (That’s me, by the way.)

I can’t possibly give you all the data on creating a result-driven postcard campaign in this article. But if you keep these seven points in mind when creating your postcard, you will definitely get much better response than if you don’t!

What are the seven points that you must include on your postcard?

1. A headline that immediately conveys what you sell/what problem you solve.
2. A graphic that supports the headline.
3. A call to action. You must tell the recipients what you want them to do!
4. A reason to buy now/ urgency.
5. Features, yes, but mostly Benefits (must answer “what’s in it for me” for the prospect.)
 - Example of a Feature: Low rate
 - Example of a Benefit: Pay off debt
6. A phone number, address, Web site that is **BOLDLY** displayed.
7. How much? Some inkling of the price or the price, itself, or a sample of what it could cost in the best-case scenario.



What must you definitely NOT include on your postcard?

1. A bunch of hype about your company that nobody really cares about.
2. So much copy (text) that the message gets lost.
3. Cleverness that totally hides the message.

Here is an example of a bunch of hype that nobody really cares about and that has too much copy:

A dentist office displayed on its card every person from the office and all of their degrees – not just those of the doctors! They were so proud that it took up half the card. Nobody cared about that. Do you care where your hygienist went to school and what clubs she belonged to? It was like a resumé! The



benefits folks care about are whether they are going to end up with a beautiful smile or not! Sure, you want to know your dentist is the best out there, but you can do that with testimonial. The card has to be **QUICKLY** and **EASILY READ**.

Publicity Fuels The Marketing Fire

Speaker Marsha Friedman, CEO of Event Management Services, Inc., a leading national publicity firm. Marsha was also the co-organizer of the Power Marketing Mania Boot Camp.



Publicity is the non-paid exposure of a person or business, its products or services. Publicity is when you are invited to appear as a guest on a radio or TV show, or a story is written about you in a newspaper or magazine.

Publicity is very different from advertising. With advertising, you buy air time on radio or TV for your 30- or 60-second commercial – or you buy ad space in a newspaper or magazine.

Under perfect circumstances, publicity should actually come before marketing. It assists your marketing campaigns and creates credibility and goodwill about you, your product and service that then creates want for those products and services when you do start marketing.

How to Generate Publicity for You or Your Business:

- Write a book. That’s right. Write a book, and BE the expert in your industry.
- Make yourself known to local and national media as an “expert”.
- Be interviewed on talk radio shows.
- Appear as a guest on local and/or national TV shows.
- Obtain coverage in newspapers and magazines.
- Become a public speaker.
- Become a local radio host.

This sounds a bit daunting, I know. But we have a handful of Boot Camp attendees doing this right now as I type this article. They have decided to BE the expert, write a book, with help, and then get media coverage. I can't wait to see where they are a year from now! Those attendees are serious about really booming their businesses!

If you don't know how to do any of this, then here are just a few tips on choosing a PR firm:

- Find a firm that specializes in your industry.
- Choose a firm that specializes in your medium of choice as not all PR firms work with the media.
- Before choosing a PR firm, request to review samples of campaigns they did for other clients to see the quality and quantity of media obtained. Be sure to learn what the duration of the campaign was, as time is an important factor.
- Find a firm that understands your topic, has enthusiasm for your message and can communicate well about it.
- Finally, you want a firm that you feel comfortable with and that you can establish a long-term relationship with.

Life After Boot Camp

We decided to film the entire conference and create a set of DVDs so those who were not able to attend could learn from the process – and so those who did attend would have a way to review what they learned.

As the final behind-the-scenes activities are still being worked on, Marsha and I are discussing the best follow-up methods to see if the majority of attendees actually moved into action.

Consequently, 99 percent of the attendees surveyed after the Boot Camp realized the importance of having a marketing plan



Gendusa answers marketing questions from attendees during the Power Marketing Mania Boot Camp.



Joy Gendusa, Founder and CEO of PostcardMania, left, with Marsha Friedman, CEO of Event Management Services, Inc.

and incorporating not just one, but several avenues of promotion and/or publicity for their businesses! If you want the DVD set, you can review some of it at http://powermarketingmania.com/dvd/dvd_order.asp.

I want entrepreneurs to be successful. A marketing Boot Camp has no value to us unless the business owners can actually put what they learned to use. The ROI for us is whether they can now expand their companies.

Using a powerful, simple, extremely cost-effective way of communicating with customers has earned Joy Gendusa recognition from *Inc. Magazine* as founding the nation's fastest growing direct mail postcard marketing firm with year 2006 revenues estimated at \$17,000,000. Gendusa began in 1998 with zero investment capital. Today, her Clearwater, Florida, firm called PostcardMania, employs 140 people. It prints 4 million postcards and mails 2 million postcards representing more than 350 business, finance and industrial clients each week. Visit her Web site at www.postcardmania.com.

About Marsha Friedman: Marsha Friedman is the CEO of Event Management Services, Inc., (EMSI), a leading publicity firm that has represented many well-known clients such as Motown's The Temptations; Teamsters Union President Jim Hoffa Jr.; National Security Advisor Robert C. McFarlane; Bristol-Myers Squibb; Financial TV personality Jim Rogers; and Dr. Barry Sears. Visit www.event-management.com.

For more information on their Power Marketing Mania Boot Camp, visit www.powermarketingmania.com.