

www.TopBizOps.com

\$100,000

Worth of the **Biggest**
Money-Making
Secrets Ever
Revealed!



by **Jeff Gardner**

Give This Ebook Away Absolutely FREE!

**You have the full lifetime rights to
give this PDF book away FREE
in its original format (PDF).**

Sell this ebook. Give it away. Package it with another ebook you're already selling. Offer unlimited giveaway rights. Copy it to CD-ROM and sell it or give it away. You can allow people to download it off of your website or email it to your customers and clients. You are fully authorized to give away unlimited copies of this PDF book in its original format.

However, you cannot change the format of this book and give away those copies. You cannot print this book and give away the print version. You cannot record (in part or whole) this book and sell or giveaway the recordings. You only have authorization to give away the full PDF version of this book – as a PDF file. Any other usage will be seen as a violation of this agreement and can be prosecuted under International copyright laws.

Originally, this ebook was sold for \$39.97. Now, you have the lifetime rights to it... a \$1,000 value... absolutely FREE!

The original copyright holder is Gardner Marketing Group Incorporated
(Originally Published in the United States of America).

Brought to You by www.TopBizOps.com

“Finally, Discover How You Can Be Your Own Boss, Make up to \$100,000-a-Year or More, And Enjoy Your Life to The Fullest!”

All of the best money-making opportunities and home-business systems are now available online at

www.topbizops.com



1

Introduction

From: Jeff Gardner
President, Gardner Marketing Group Inc.
Thursday, 2:15pm

Dear Friend,

I want to say a big “THANK YOU” for getting and now reading my book, *\$100,000 Worth of the Biggest Money-Making Secrets Ever Revealed*.

While many people only wish and hope for wealth, but never do anything about it, you’ve taken a step in the right direction by getting your hands on this book. Throughout it I’m going to reveal to you the money-making secrets I’ve discovered over the last 19 years. It’s my hope that you’ll use the information in this book to dodge the numerous scams and schemes plaguing the “business opportunity market” and find the perfect wealth-building opportunity that can create true financial freedom for yourself and your family.

After all, if these people can do it... YOU can do it, too!

- **A struggling carpet cleaner** from Kansas, T.J. Rohleder sold an old beat-up truck for \$300 and started a business selling information products by mail. In his first 4 years, he made \$10 million dollars. Today, he’s told me that he’s made over \$100 million dollars... and is living the life of his dreams. I’ll show you exactly what he’s doing!
- **A 35-year old dead-broke auto mechanic, Ron LeGrand** discovered real estate investing – and made \$3,000 in the first 3 weeks he used the investing methods he uncovered. So he quit his job! Today, he’s a multi-millionaire who has achieved true financial freedom. I’ll show you the secrets behind real estate investing.
- **A young 20-something kid from Maryland**, Yanik Silver went from \$0 to making a hefty six-figure income on the Internet... starting with virtually no technical experience. Now, he regularly makes as much as \$21,663.27 A MONTH with just one website... working from the corner of his living room. I’ll show you how you can follow in his footsteps.
- **Harold Moe, an airline pilot**, turned a simple one-page press release into a windfall of over \$3.5 million dollars in just 60 days. It’s an AMAZING STORY that really happened! Discover how he started with nothing – and made millions using free publicity.
- **How to make up to \$582 to \$1,049 a day (or more) with NO Inventory, NO Shipping, NO Office or Employees, and NO Talking to Anyone Ever!** Rosalind Gardner quit her job

as an air traffic controller – and made \$436,797 in one year with free affiliate programs. I'll reveal how you can profit from these affiliate programs, too.

- **How to start with \$0... and create a long-term “hands-free” income no matter where you live!** Carlton Sheets, fired from his job, used proven real estate investing methods to create his own personal fortune – and build the life of his dreams! I've even included a special BONUS ARTICLE on the “Myths and Facts” about real estate investing.
- **How a 26-year old “kid” went from wishing for riches... to becoming a millionaire before the age of 30** – and created multiple streams of non-stop income! David LeDoux became a network marketing millionaire during his 20's. Now, I'll show you the “dark side” of multi-level marketing – plus, how it may just be possible to make money in this field. I tell all.
- **The money-making method that made successful Austin, Texas salesman, Michael Kimble, ditch his six-figure a year job... and helped him create a multi-million dollar money-making empire!** He's making money hand-over-fist selling reprint rights to products. Now, I'll reveal the secrets behind reprint rights.
- **The “Stay-at-Home” Method for making real money from your mailbox!** This proven, time-tested method has helped people get real money in their mail. It's known as “Mail Order Marketing” – and I show you how people are getting real money in their mailbox.
- **“How to Print Money Legally!”** It's fun, it's extremely profitable, and it's probably THE ULTIMATE WAY to make \$100,000 to \$1 million dollars or more! I'll give you real-life “Success Stories” of ordinary people using this amazing method to generate millions of dollars in sales each year, starting.
- **How one Canadian man, the late Corey Rudl, started from scratch... and now has 70,000 affiliates working for him – for FREE!** Last year, they made him \$1,876,053.00. David LeDoux used this same method – and now has 4,200 people who have made him over \$1 million dollars! *What is it?* These two men have added “affiliate programs” to their websites – and now let others do the selling for them. I'll tell you much more.
- **How I made \$2,163,500 in sales selling Internet advertising to website owners.** One month, I made a whopping \$205,382 in sales – just by selling Internet advertising! I'll tell you exactly how it works.
- **And that's just the beginning! There's tons more covered inside this book!**

Over the last 19 years, I've spent over \$100,000.00 buying and studying money-making books, courses, booklets, manuals, and systems in my never-ending search for wealth. I've attended seminars and workshops from Jacksonville, Florida, to San Diego, California. And I've had the opportunity to meet and talk to real-life millionaires and multi-millionaires who taught me how to create true lifetime wealth.

I'll admit it now-- I've been very fortunate. To date, I've generated well over \$4,725,582.15 in total sales. And my business continues to generate more money every day. Now that I am a millionaire, my mission is to help others create the lives of their dreams.

This is just one of many steps I'll be taking over the coming years to bring the highest-quality financial education materials to the world. I'm hoping that through my efforts I'm able to not only create many new millionaires but also help people achieve the success and lifestyle they've always wanted. Life is too short to live it struggling to get by. I've been there, and I've felt the pain of scraping to make ends meet. Now that I've been able to achieve my financial goals, I want to share my good fortune with others.

Inside this book, you'll discover the wealth-building secrets it took me well over \$100,000 to discover. Armed with this information, I believe you'll be able to avoid the con artists who want to take your money and, at the same time, find a true wealth-building opportunity about which you're passionate.

I spent countless hours and late nights putting the best wealth-building secrets, tips, tricks, and strategies down on paper to help you. I've tried to create a book of secrets that I wish I would have had 19 years ago. I'm sure that with a book like this, I probably could have easily saved tens of thousands of dollars. Maybe more.

Thank you once again for joining me in this wealth-building adventure. I hope that my words can help you create the life of your dreams.

Your friend,

A handwritten signature in black ink, appearing to read 'Jeff Gardner', with a stylized flourish at the end.

Jeff Gardner
President, Gardner Marketing Group Inc.
Founder, Real Wealth Inner Circle

P.S. I also went through my personal library and pulled out a report written by a multi-millionaire info-marketer who only wants to be known as “Mr. X”. **It's his “Secret Formula” for making \$1,000,000 a year.** With his permission, I'm including it as a Bonus Chapter. Enjoy! See page 88 for the entire special report.

P.P.S. I've also included, on page 98, the chapter I wrote for the book, *Walking with the Wise Entrepreneur* (in bookstores), **titled “6 Success Secrets of the World's Greatest Entrepreneurs”**. It's just my way of saying “Thanks” for grabbing my book. Enjoy!

P.P.P.S. Remember to re-visit www.topbizops.com to view up-to-date wealth-building systems, courses, ebooks, and materials – designed to help you create true financial independence.

2

Secrets Behind the Best Get-Rich Programs

In this chapter, I reveal the main secrets behind the biggest money-making programs currently available on the market today. I'm sure you'll recognize many of these opportunities. You may have even invested in them. I truly hope that the information I reveal helps you (even though it may make me unpopular with the people selling these opportunities.)

Mail Order Marketing

Mail order marketing generates billions of dollars in cash for both large and small companies alike. One of my marketing friends in Kansas has a company that does 99% of its marketing through the mail and generates roughly \$800,000 to \$1 million dollars each and every month. That's \$9,600,000 to \$12 million dollars a year by mail order. As a side note, in the late 1980's this gentleman was a down-on-his-luck carpet cleaner who discovered information publishing, started his own mail order business with \$300, and has since made over \$100,000,000 selling information by mail.

Mail Order Secret #1:

To be completely frank, mail order is NOT a business.

Mail order is a delivery method for your marketing messages. It's the same thing as calling a business on the Internet an "Internet business". Even though the Merck pharmaceutical company advertises on television, most people don't refer to them as a "Television Business". And while most furniture stores advertise in the local newspaper very few of them are called "Newspaper Businesses". You may want to promote your products or services by mail, but that doesn't make it a mail order business. This is a clarification that's important, because I'll be talking about various business opportunities throughout this book that can ALL be promoted by mail.

Mail Order Secret #2:

There is a proven system to making money in mail order.

You find a specific niche market that can be reached by mail, and you sell them something for which they're HUNGRY. For example, you can go online to SRDS.com (or to your area's largest library) and find the Standard Rate and Data Services directory of direct mail lists. Inside that directory are mailing lists of all types of groups. You can find mailing lists for people interested in arts and crafts, dogs, cats, skydiving, mountain climbing, business opportunities, Karate, fly fishing, antiques, and painting. There are mailing lists of people who subscribe to certain magazines, have purchased items off of TV, who attend college, and who drive certain types of cars. There are literally thousands of different mailing lists available to you. The key is

to find a mailing list of customers who WANT something and deliver that particular product or service to them.

Often, someone will come to me with a product that “Everyone needs”. That normally spells disaster. Why? Let’s take a look at products that “Everyone needs”. Maybe it’s dishwashing detergent, or laundry detergent or something along those lines. Where do these companies advertise? Do they mail out direct mail sales letters or place ads in small niche magazines? No. These companies spend millions upon millions of dollars selling their products to the masses. Their full-page ads (many costing \$25,000 to \$50,000 or more) in monthly magazines drive people to local grocery stores and discount chains to buy their products. That’s the problem with having a product that “Everyone needs”. You’re not able to focus your marketing efforts on a small niche market. You’re forced to spend millions of dollars promoting your product on TV, Radio, and in major magazines. And most people don’t have the deep pockets to do that. And if you DO have a hot “mass market” product, stand back because people with BIGGER, DEEPER pockets than you are likely to rush in, steal your basic idea, and launch it before you have a foothold in the market.

The secret to success with ANY mail order business is to target a smaller NICHE market - a group of people who all have the same interest. Making money. Real Estate. Fishing. Weight Loss. Health. Whatever. Next, they MUST be easy to reach either through direct mail lists that you can purchase or magazines to which they all subscribe. And finally, you need to create or find a product that this niche group WANTS (not needs, WANTS), and sell it to them. It’s a simple formula for success, but one that many new mail order marketers don’t understand.

Now, here’s The ADVANCED Mail Order Marketing Formula:

Whenever you’re starting your mail order campaign, you need to realize that the target market doesn’t know or trust you yet. So trying to get them to fork over \$100, \$250, even \$500 for a product, course, service, whatever is going to be incredibly difficult. Most mail order marketers sell a low-cost or even free “Front-End Offer”... maybe a booklet, report, audio CD, trial subscription... so that the prospect has very little risk involved in their purchase. Because their risk is low, they’re more likely to take a chance with you. Then, once they’ve purchased from you, it’s important that you PROVE YOURSELF to them by giving them more than they expected. How you deliver the first product is going to give them an idea of the quality of ALL of your products and your customer service philosophy. Make sure to give a great impression. Then, once you’ve proven yourself to your buyers you can mail additional offers to them, selling them higher-priced products.

In direct response marketing, it’s known as the “Marketing Funnel”. Imagine a funnel. You “pour” in thousands of buyers at the top of the funnel using free or low-cost offers. Once they’re in the funnel, you sell them higher priced products. You’ll discover that fewer and fewer customers will buy as the price rises. So as your customers move DOWN your funnel, you’ll sift and sort until you get to the bottom of the funnel and have a small number of very, very high-quality customers who may pay you thousands of dollars for seminars or live coaching. The products at the top of the funnel are free or inexpensive. The products at the bottom are very expensive. So as people move down the funnel, you get fewer and fewer people willing to shell

out larger and larger amounts of money. But you also end up with a very high-quality group of buyers as they move through your marketing funnel.

Mail Order Secret #3:

Create (or find) a product or service ONLY AFTER you have found a market that is easy-to-reach (usually via mailing lists or magazines).

The biggest mistake that people make is finding or creating a product first and then trying to find a market to sell it to. Often the person believes (through very little or no actual research) that the product will sell because “everyone needs it” or “I’m sure people will buy it”. However, once the product has been completed, after much time, effort, and money invested, the entrepreneur discovers that either there’s no market for the product or that there might be a market that can’t be easily reached through a specific mailing list or magazine. Often it’s much better to do a little research, find a mailing list or magazine that reaches a target market, and then create a product that this market wants. Do that and you have a recipe for success.

How do you find out what a particular market wants? SEE what they’ve already bought. The mailing list companies will tell you what these customers have purchased before and how much they spent. Or you can look through the magazines at what your competition is selling. Make sure to check through old copies of these magazines and, if the same ads run year after year, it’s a pretty good bet that the ad works and the product being sold is popular. There’s nothing wrong with creating another product based on an already winning product. Just try to make yours better, easier, faster working, etc.

Mail Order Secret #4:

Many companies that sell by mail are willing to break even or even lose money selling what is normally known as a “front-end” product.

A front-end product is the first product a new buyer purchases from you. It’s usually a low-cost or free product or service that gives the prospect the opportunity to buy something from you with very little risk and gives you the opportunity to prove to the new buyer that you’re a legitimate company that delivers on its promises. The real secret behind most mail order companies is that they rely on the LIFETIME VALUE of a customer. Instead of trying to get rich selling a low-cost product or service, they’re happy to lose money on the first sale, because they realize if the customer is happy with their initial purchase, they’ll be back to purchase from them again and again and again. Some customers may continue to purchase from a company for many years, even decades. So losing \$5 to gain a customer who ultimately purchases \$50,000.00 in products or services from you over a 10-year lifetime is a very cheap investment. The most successful businesses that sell by mail understand the importance of a strong “back-end” marketing strategy and continue to mail their customers additional product offerings on a regular basis. In fact, it’s been said that mailing to your customer database more often (at least once a month) creates a bond with the customer and actually increases the chance they’ll purchase from you in the future.

Mail Order Secret #5:

Do not buy mailing lists from ads in opportunity or money-making magazines.

Even though the prices might be cheaper and (as I’ve seen recently) you can double, triple, even quadruple your order FREE, you normally end up getting the lowest-quality names possible. And

with what you'll be investing in printing and postage to mail out your direct mail piece, you definitely want the best mailing lists possible. You can get very high-quality, reasonably-priced mailing lists from experienced mailing list brokers by going to SRDS.com or going to your area's largest library and asking for the Standard Rate and Data Services Mailing List Directory. Do not skimp on your mailing list. It'll be one of the best investments you'll make.

Mail Order Secret #6:

Count money, not response rates or “undeliverables”.

“Undeliverables” are mail that the U.S. Post Office returns to you, because it can't be delivered to the addressee, due to a bad address, forwarding order expired, etc. Often, people new to mail order marketing get caught up counting the wrong numbers, such as the number of undeliverables that are returned to you or the percentage of the people from the list who buy. Remember, you can't deposit response rates. You can only deposit money. So, for example, let's say that it costs you \$5,000 to mail out 5,000 letters to a mailing list. And let's say that you get 50% undeliverables – and only 1% of the people who receive your letter actually buy your product. Horrible, right? Not necessarily. Let's say that your product sells for \$500. A 1% response rate from 5,000 letters mailed, but only 2,500 delivered would pull in 25 orders. Do that math – and you'll see that's \$12,500.00 in gross sales. Even if you subtract your \$5,000 mailing cost, you're still way ahead. It's important to focus your time and energy on counting the numbers that matter. The dollars. The other numbers are interesting to measure, but you should always keep your eyes first and foremost on how much money your mailings are pulling in.

Mail Order Secret #7:

Know Your Math BEFORE Mailing and Make it Work with SMALL NUMBERS!

This is a BIG SECRET! Many mail order marketers understand that no matter how incredible your sales letter is and no matter how wonderful the mailing list broker says their list is, your response rate for any offer might only be 1% or LESS! Smart marketers change their pricing to work with small numbers. For example, let's say it costs you \$5,000 to mail out 5,000 letters to a mailing list you've purchased. That covers the cost of renting the list (most lists are rented for one-time-use only), postage, and printing the sales piece and envelope. Now let's say that you only get 1% to purchase your product. If your product is \$25, you've only made \$1,250. You've just lost \$3,750. If your product is \$100, you've made \$5,000. You're at break even. (Actually, you will have some cost to fulfill your product, but for this example, let's assume you have \$0 product cost). But, if your product is \$250, the exact same 1% response rate pulls in \$12,500. Subtract your \$5,000 mailing cost and you're ahead by \$7,500! It's the same list, the same cost to mail all 5,000 people but by changing your pricing you've gone from losing money to making money. In the past I've sold products for up to \$1,000, where I could cover all of my marketing costs with as little as ½ of a 1% response rate. Before you mail your first letter, make sure you've done the math. If it doesn't work out make any necessary changes until the math does work out. Smart marketers price their products and set up their marketing systems to be successful with the smallest response possible. Then, if response is bad, they've made money. And if response is great, they've made a big PILE of money. Either way, they've reduced their risk to almost nothing.

Thank You for previewing this eBook

You can read the full version of this eBook in different formats:

- HTML (Free /Available to everyone)
- PDF / TXT (Available to V.I.P. members. Free Standard members can access up to 5 PDF/TXT eBooks per month each month)
- Epub & Mobipocket (Exclusive to V.I.P. members)

To download this full book, simply select the format you desire below

