

The Confidential 6 Million Dollar Marketing Report

**Your Key To Boosting Your Sales from
17% to 300% Or More**

By Richard Payne

This Special Report sells nationwide for \$37.00. But you are receiving this Report as a free gift.

Why?

I look at it this way: even if you only make a few thousand dollars extra with the strategy in this Report you'll be interested enough to see my many other proven sales boosting techniques, strategies, and opportunities.

You should also know that this single technique alone has proven itself in the real world and made many millions of dollars for the companies that have used it. An initial sales boost of 17% to 37% within 30 to 45 days are common and with 6 months of continued use you should easily see a 300% increase in sales!

This technique works for any type of business: retail, direct mail, the Internet, and regardless if you're offering a service or a physical product. It works great for shoestring startups to corporations with annual sales in the millions. And the only cost to get started is some paper and ink or your printer's charges. It's my hope you will use this technique to discover how effortlessly it pulls in extra cash for you.

Information on a my personal marketing services for larger companies follows and a special marketing course and quick start business opportunity are described in the back of this Report. Look them over as soon as you can. You'll soon discover how several other savvy business owners are making money hand-over-fist despite the recession.

Feel free to give a copy of this Report to your friends, business associates or anyone you think it may help.

This and many other simple, but powerful, proven, low-cost techniques are available to help you instantly boost your sales just as they have for hundreds of other businesses.

Before you get started with the Report, just a quick note for the larger companies. . .

If you currently operate a business with annual sales of one million dollars or more I'd like to introduce a unique marketing strategy that can easily increase your bottom line profits by 30% or more.

I realize this may sound like just another vendor's inflated claim. However, as a Certified Marketing Specialist, clients of the certification group I belong to have found that this strategy, although very simple, produces exceptional results. Here are a few examples of what I'm talking about:

Example 1: "Just wanted to let you know that my April numbers continue to extend the trend from previous months. My year-to-date sales set a 25 year record and the total increase for that period is 500% greater than last year."

-- Jim Johnson, President, Business Bridges

Example 2: "Your strategies increased my profits by 65% on one project, by an extraordinary 714% on a second project, and will add millions to my bottom line profits on yet a third project."

-- Pamela Yellen, President, Prospecting and Marketing Institute

Example 3: "Your techniques are powerful and different than other marketing experts' approaches. When you told me you had a strategy that could produce response as high as 70%, I have to admit I was skeptical. But once I tested it, it worked even better for me than you said it would - generating a perfect 100% response rate. And it's continued to work every time I've used it. The payoff from your techniques quickly offsets the investment to work with you, so using your services puts me in a 'better than free' position."

-- Dr. Charles DeBettignies, CEO, Gainsharing, Inc.

I'm confident that this strategy can produce similar results for your business. Most importantly, you should know that the use of this unique strategy is only available to a limited number of companies at this time.

Because I work with your company individually to ensure that you get the best results possible, I can only service a limited number of clients at any given time. The handful of companies that implement this strategy will gain an incomparable competitive advantage.

If I could have a few minutes to give you more details on how this strategy works, I know you won't be disappointed. Because of its unique nature, I can't really do it justice by describing the strategy in a letter. But I promise the short time it takes to fill you in on the details will be well worth your time.

Feel free to call me at 505-281-4947 between 10am and 2pm Mountain time or send me an email at: rp_007 at MSN DOT COM

Sincerely,

Richard Payne
Performance Advertising
Suite 300
13170 B Central Ave. SE
Albuquerque, NM 87123

In the sales offer you received about The Confidential \$6 Million Dollar Report I stated that this marketing technique would boost the sales in your business by 17% to 37% within 25/45 days, and it will. But, the part I didn't tell you, for fear that you wouldn't believe me, is that this marketing technique will blow the lid off your past sales marks if you use it! In fact, after using this technique for three to six months, your sales volume could be up 300% or more from its current level. This technique is responsible for earning its creator millions of dollars per year, starting from scratch! He has since retired at the ripe old age of 38, a very comfortable multimillionaire.

Now you may not have an interest in earning those dollar amounts, and that's ok. Perhaps you just want your business to generate an extra \$500 or \$1000 per week, that's fine. It will do that for you easily. The point I'm trying to make is that it will work for any type or size of business and allow you to increase your sales to whatever level you feel comfortable with, if you use it.

This marketing technique uses a special letter and coupon that can be emailed, mailed or offered to your clients/customers at your place of business or both.

The letter offers them a valuable free gift, cash or discount for every new customer that they send to you. And it offers the "new" referred customer/client an incentive to try your product or service. And you can continue the process for as long as you want to reach any level of sales volume that you feel comfortable with.

When you offer your current client/customer the opportunity to receive something free or at a discount on their next purchase, for each client/customer they refer to you, (that buys from you), they will send you dozens of new customers/clients.

The following offers are listed in their order of being the most effective.

1. Something free works best.
2. Then cash back, and this is a toss-up between free, above (you should test both for your particular market/offer).
3. Money off their next purchase, i.e.: \$5, \$10 off, etc.
4. Buy-one-get-one-free.
5. Buy-one-get-the-other at 1/2 price, or 50% off their next purchase.

Your customer gets one of the above (or whatever that you decide) for each customer/client that he/she brings to your business that makes a purchase. Now this same marketing technique is used on your “new” customers, to in-turn do the same. This is why it has, what I call the “snowball effect,” it just continues to grow exponentially from this point forward.

This same technique can be used for online sales. After your customer has placed an order, you would typically send them to a “Thank You” page. Rather than have the basic Thank You page, simply include your special offer on the Thank You page, and request the names and email addresses of three or more friends, or business associates. I.E.: You could offer them a 20% off coupon on their next purchase for supplying 3 leads, etc. (or any offer you decide to use). Have your webmaster create 3 or more spaces for their full name and email address, and be sure to have your webmaster set it up so they see the name of the person that referred them in the email they will receive with your offer. A double optin and a name the lead recognizes will eliminate any spam issues. If your product/service can support the cost, I suggest offering these new leads a 10% off coupon for buying within a certain timeframe, i.e.: 7 days if you sell a product with a longer timeframe if you offer a service.

To begin using this technique, you must decide what it is that you are going to offer. Either cash back, or some form of discount on their next purchase from you, etc. You should make the offer generous, but of course profitable, even if it’s only marginally profitable to you. Your goal should be to think in terms of backend sales and the lifetime value of each customer.

When deciding what your offer will be, just remember to consider that you really have very little advertising cost when using this method, so make your offer as generous as possible. You may even want to consider how many customers your typical advertising brings in to your business and your cost to obtain a new customer. And be sure to calculate the amount of money each customer is worth to you in sales each year and how many years your customer remains a customer. The point is, decide how much money in advertising/marketing that it is now costing you to bring in a new customer and offer these cost savings in your coupon to make the most attractive offer possible, but still earn a small profit, or just breakeven. This is not the time to be chintzy, but don’t go overboard. Remember, 95% of the hurdle is to just get someone to do business with you. Once they begin doing business with you, they will continue to do business with you, as long as you’re

offering a quality product or service. And you are right? Of course you are, so let's start building your business!

Your only cost involved is designing the letter and coupon and printing, if you're handing them out at your place of business. Your only additional cost would be for mailing the letter with the coupons to your customer/client list. You do keep a database of your customers/clients don't you? If not, you should start one before beginning this marketing technique because you'll have each customer's or client's name listed on the coupon. You will then be able to mail your customer/client list information on any new offers you make available in the future.

If you need an easy to use Windows compatible database with a complete and fully integrated office suite, you may want to consider downloading this FREE office suite at: <http://www.sun.com/software/star/staroffice/index.jsp>

You can take the copy of the enclosed letter and coupon to your local printer to have them set it up with your information, or do it yourself.

As mentioned earlier, you can email, mail the letter or hand your client/customer the letter at your place of business. With each letter you deliver or hand out to your client/customer you should include at least 3 coupons (when using Offer "B" on Page 9). Note: Obviously, if emailing you could have them printout or forward as many as they want. If this is the case, be sure to tell them that in your email.

This marketing technique works best when you consider the "lifetime value" of each client/customer. You will make a few dollars on each new customer, but the really big money is made when each of these new customers' or clients' returns to buy from you again and again and all the while bringing in additional new customers or clients to you. Once a new customer/client is familiar with your business and likes dealing with you, 90% or more will just continue patronizing your business, rather than your competitor.

It is at this point that you can begin dominating your market segment and actually put a competitor out of business. But just be sure you are capable of handling this new high volume of business. Seriously, too much success (growing too big), too quickly, has put many a good business on the ropes. The main reasons being: poor customer service or not being able to offer the product/service

advertised, i.e.: running out of product, not enough help to handle customer/clients questions or complaints. Or an inability to take orders quickly and efficiently or running out of product, because of not reordering soon enough. So you must use good common sense with an understanding of the percentage of growth rate that you can handle within certain time frames. This will give you the opportunity to predict when you will need to hire new help or increase product orders from suppliers, etc.

When you're ready to insert your information on to the letter and coupon, I would advise not making any major changes to the letter, other than adding your personal/business information and your offer. This letter and coupon have been tested and revised in the "real world" at a cost of over \$352,000 and has made the originator nearly seven million dollars over a six year period. Don't mess with perfection!

This marketing technique is a workhorse that will drive new business to you without wasting your time with phone calls, paying for costly advertising, etc. It will give you massive word of mouth advertising, the best form of advertising there is, at a ridiculously low cost.

If your customers/clients like your product/service they will gladly collect the free gift (or whatever your offer is) by giving your coupon to their friends and relatives. That is why this marketing technique can easily boost your sales by 17% to 37% in just a short 25-45 days and grow tremendously from that point on. I like to think of this technique as a snowball careening down a mountain and growing ever bigger and bigger. Many businesses using this technique have had results of a 300% boost in sales and it can continue to grow exponentially from there!

A copy of the letter and the coupon are on the following pages. If you have a retail store you should hand the letter and coupons to your "Current Customer," and have the "New Customer" hand the completed coupon to you when they visit your store. Several examples are given, use one or feel free to combine them in any way that you want, but again I suggest not to make any major changes to the "Letter," other than adding your information and using the word "client," or "customer," or the product/service you offer. The first letter can be used for mail order operations.

I Want To Send You A Valuable FREE Gift!

Dear Friend,

I want to send you a free gift! One that will immediately put money in your pocket!

But first, let me say thank you for being such a good client of mine. Because you are a good client, I have a very special FREE gift for you.

You see, like every successful business owner, I want more clients. As you know, we offer top quality business information.

This is why I've attached a coupon to this letter. Complete a coupon with your friends, neighbors, associates, and co-workers information. Send the completed coupon to me, and I will send them my sales information. For every friend (who is not an existing client) who orders one of my products or services, **I'll send you \$10.00 in cash!**

This is just like putting money in your pocket!

The more people you refer to me who are not already existing customers, the more free money I'll give you. It's that simple.

But there is one "catch." You **MUST** fill in the line at the bottom of the coupon where it says "Current Client," with your information. This way, I'll know where to send your cash.

Once again, thanks for being my client! My staff and I really appreciate your business!

Sincerely yours,

Richard Payne

PS Remember, the more people you refer the more FREE cash you will receive. Just be sure to fill out your name and address, clearly, on the bottom of each coupon, where it says "Current Client," so that I know where to send your cash. To make sure you remember, why don't you write your name and address on the line that says "Current Client" at the bottom of the coupon right now.

Earn \$10 on every client you send me when they place an order!

Note: The coupon below is a sample offer. Feel free to use it as a template for your offer, and remove this line.

When the person you recommend orders any product or service from me, you will receive \$10! You can recommend 1 or 1000 people it doesn't matter how many. When they buy one of my products or services you'll receive \$10 in cold hard cash! Just complete the coupon, as outlined, (copies are fine) and mail it to me, and I'll send them out my sales information. I'll know that you recommended them to me, and send you the \$10 when they order. If you have any questions just call, or FAX me.

Now You Can Make \$10 Every Time You Send Me A New Referral That Buys One Of My Products or Services!

I am willing to help you earn some extra cash, dear friend, by giving you \$10 for every new referral that you send me when they purchase any one of my products or services! Many of my clients say that my business products and services are the best of their kind in the world.

Our clients keep telling us, "I've purchased products from several of your competitors before I found you. I continue to use you now because you deliver excellent value. Compared to others, you always leave me feeling like I got what I paid for . . .or more. I like that feeling."

I am so sure that your customers or friends will love our products, and I think they'll really appreciate the fact that you're trying to help them too, that I am willing to prove it to you by paying you \$10 for your efforts.

This special offer is good for brand new, 1st time customers. Just mail this coupon to me and please enter your name and address on the line that says "Current Client" below with the information about your referral(s) on the "New Client" line. This way, I will make sure you get your \$10. I am looking forward to welcoming your referral(s) to our large and growing family of satisfied clients, and sending you your cash!

New Client (clearly print)	First Name	Last Name	Street Address	City, State, Zip
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New Client (clearly print)	First Name	Last Name	Street Address	City, State, Zip
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New Client (clearly print)	First Name	Last Name	Street Address	City, State, Zip
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New Client (clearly print)	First Name	Last Name	Street Address	City, State, Zip
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New Client (clearly print)	First Name	Last Name	Street Address	City, State, Zip
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Current Client (clearly print)	Your First Name	Last Name	Street Address	City, State, Zip
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Note: We reserve the right to cancel this offer at any time. First come first served. Mail or Fax this completed coupon to Richard Payne, 13170-B Central Ave. SE, Suite 300, Albuquerque, NM 87123. Phone: 505-888-1597 I will send them my product information immediately, and send you \$10 immediately when they order any one of my products or services!

(Offer B)

The following letter and coupon lends itself more to retail or service businesses.

I Want To Send You A Valuable FREE Gift!

Dear Friend,

I want to send you a free gift! One that will immediately put money in your pocket!

But first, let me say thank-you for being such a good customer of mine. Because you are a good customer, I have a very special FREE gift for you.

You see, like every successful business owner, I want more customers. As you know, we offer top quality **(insert the product or service you offer here)**.

This is why I've attached 5 coupons to this letter. Give these coupons to your friends, neighbors, and co-workers. For every friend (who is not an existing customer) who brings me this coupon and uses my business, I'll send you a gift certificate for FREE **(enter product or service here)**.

This is just like putting money in your pocket!

The more people you refer to me who are not already existing customers, the more free **(enter product, service, or deal here)** I'll give you, and the more money you'll save. It's that simple.

But there is one "catch." You MUST fill in only the line at the bottom of the coupon where it says "Current Customer." This way, I'll know where to send your free gift certificate for **(enter name of product, service, and your offer, free, 2 for 1, etc.)**.

Once again, thanks for being my customer! My staff and I really appreciate your business!

Sincerely yours,

(Signed)

(print owner or manager name here) of **(Business)**

PS Remember, the more people you refer, the more FREE **(product, service, deal, or % off)** you will receive. Just be sure to fill out your name and address, clearly, on the bottom of each coupon, where it says "Current Customer," so that I know where to send your free gift certificate **(for cash, product, % off, etc.)**. To make sure you remember, why don't you write your name and address on the line that says "Current Customer" at the bottom of the coupon right now.

Your business, your address, city state, zip – Phone: 000-000-0000

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