

Magic Marketing

The Most Incredible Free Gift Ever !

R 5479.00 Worth Of "PURE" Money-Making Information Yours Absolutely FREE..... if you are one of the FIRST 253 people to take me up on my outrageous offer!!!!

Dear Friend

You are probably wondering why I am giving away over R5000,00 worth of my best Money- Making information for FREE (just R210.00 S+H)

It because I'm trying to get you "hooked" . Thats right I'm shamelessly attempting to get you 'addicted' to my money making advice. Look If I can't truly put thousands, tens of thousands (or more) Rands in your pocket with my advice you'd be silly not to continue Right?

As an entrepreneur we all have to work hard to boost our respective industries. We all have to work hard to innovative and positive and enhance the image of our businesses to be sure that our customers view our place of business as "destinations" when looking for our types of services or products. We all have the same goals. TO MAKE OUR BUSINESSES MORE SUCCESSFUL IN A CHALLENGING MARKETPLACE.

If you don't think marketing your business was important to the continued success of it you are sorely mistaken, If you haven't noticed, costs of doing business is rising, there is more competition and legislation is becoming more restrictive for successful go getters like yourself.

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Don't you just hate it when You just never get time to sit down and think about how best to finance and market your business...you're forever tied up doing paperwork, training, back-office management and often running a family as well...(But imagine how much more time you'll have when your income and marketing is on autopilot)You've written out a check for expensive Marketing, you've waited anxiously for the paper to come out...the days tick by agonizingly slowly, don't they?...finally it comes out, and...and...you're deafened by the sound of silence coming from your phone!

You've spent money...BIG money...on your Yellow Pages advertising, only to find that your ad looks lovely, full of color fancy graphics, just like the Yellow Pages rep said it should be...and it's money down the toilet! (Hint: Yellow Pages and Newspaper ad reps know nothing about advertising that sells. With these tools, you will!)

You've made phone calls, sent out reps and advertising flyers out to hundreds, maybe thousands of mailboxes in your area, and the response has been miserable... (You'll discover a simple technique that guarantees every single one of your mailbox fliers will at least get looked at - not thrown away with the rest of the junk mail!)

You know you should offering a better Service to your Customers. Communicate with confidence, every service, every special, to every client on a consistent friendly basis. (Cut and space your specials and adverts in to your done 4 you Industry Media)

You get new clients, you try your hardest to get them to re-book, but they don't, and...and...they disappear, never to be seen again... (But not any more with these easy-to-copy sales letters that get up to 75% of your walk-ins re-booking again!)

You suddenly realize you haven't seen Mr So-and-so for months and months...in fact, there are LOTS of Mr So-and-so's, and you have no idea why they haven't returned...(With these special tools you'll find a complete series of proven letters that get as many as 25% of your 'lost' clients back for more.)

You can sell product and services to your clients, sure, but your staff...they just don't get it...don't get that even a few more Rands in sales per client visit is worth an absolute fortune to the business in a year... (7 keys to customers for life) You're business is stocked with product that simply isn't moving, and you're wondering, worrying, agonizing...'have I got the right product...?'

Well, guess what....if you answered 'YES!' to any of the above 'don't you hate it when...!' questions, YOU ARE NOT ALONE!

In fact, I used to feel exactly the same. And so do thousands and thousands of business owners all over the world. I know that, because I talk with them all the time, and they all say the same things:

"I'm sick and tired of trying to makes ends meet? Controlled by the System, sitting in traffic every day, at the office for sixty hours and only get paid for forty. I Don't have enough time to pay attention. "is this it" Is this why we went to school so we can be controlled for the rest of our lives in another persons' dream, Where's the reward?"

So, why do some businesses seem to be so busy all the time, clients coming and going, the receptions and service rooms full, with more clients waiting in the reception room....while other businesses in the same industry seem as dead

as a Dodo?

You are busy. Pre-occupied with work, Aggravated with that dumb-dumb that you have to deal with everyday at the office. Tired! Who has the time or energy to think about your finances, taxes, marketing, new customers, sales targets, training, let alone learning the finance and tax loopholes and marketing secrets that maximizing your wealth?

You can discover the same BIG SECRET that is helping literally hundreds of smart business owners around the world around the world get new customers fast...and double, treble or even quadruple sales to their existing clients... "Okay David, but before you go on, why should

I listen to you about my business, finance and marketing?" I'm glad you asked. Let me explain why my story is important to YOU. Eight years ago, thanks to my former Boss, I decided to return to South Africa (After working and living in Australia and England As a financial Director) and work in the world of investments and create real wealth for myself and clients by selling assurance policies (I know glamorous isn't it?) Why am I saying that this all occurred thanks to my former Boss? Well, one day while rushing to meet deadlines and catch a plane to South Africa for a long overdue break, my boss called me in to his office to have a quick chat. The next words that came out of his mouth hit me like a heavyweight boxers left hook. "Dave, you have done a wonderful job building this accounts department, so good in fact that you are surplus to requirements. I hope you have great holiday, you deserve it but don't come back." Quite frankly he blindsided me, I was gob smacked and had no time to react as I was already half an hour behind schedule in catching my plane at Heathrow, London. It was a long flight! On the plane, I said to my soon to be wife "I've lived and worked long and hard hours counting other peoples money for the last 12 years and this is the thanks you get" I made a promise right there that I would never again allow myself to be "left on the street" I had no job, no income a wedding to finance, I knew nothing about selling and marketing but soon got an agency contract. I thought, "this is it" in the "BIG" league, I had a contract with a huge financial institution that taught people how to become and stay wealthy, It would only be a matter of time before I would reach the promised land of wealth and riches beyond imagination! I soon qualified in the top 10% as certified financial planner. I soon realized the big mistake I had made, I thought the methods of calculation the Financial Services Board and assurance regulatory bodies use to accumulate wealth for their customers was the best method available to the layman. However I soon realized these investment methods was just another trick by government, big business, politicians and media to keep the long suffering public ill-educated about the real choices we had when it comes to making and investing money. This had a huge impact on my life, how could these large companies "rob from the poor to keep for the rich" It had such an impact that I quit right there to pursue a burning desire. The desire to work in the world of property and commercial real estate using a simple and different way of measuring and calculating growth on investments Why? Why would I do this? And, more importantly, how does this decision in my life benefit you? Well, I did it because I stumbled across a billionaire who shared with me an amazing simple formula for riches, a different and radical approach to investment using a simple formula never used and almost never taught - That creates REAL WEALTH, quickly. I knew it would be profitable and also be a lot of fun. I mean it had to beat shoving more unwanted assurance products down innocent hard working peoples' throats So, being new and of course wet behind the ears, I swallowed hard and jumped out of my Assurance products job right into the world of investment in real estate. The Difference Was Unbelievable

Pretty soon, I understood exactly what I'd been doing wrong. Almost overnight, I realized that almost everything I'd ever been told about making a lot of money was wrong. Frankly I was shocked at how much could be made, with little effort... If you know how to do it.

I was furious with the system that kept us poor and ignorant. I was furious with big business, government and educators who continue to keep the masses ignorant of their birthright, their birthright to enjoy the world in all its abundance, riches, joy beauty and splendour. Why should money be different?

I decided I would empower as many people as possible by giving them the secrets to wealth and fortune, the only thing I knew about marketing was the cold calling system set up by the large financial institutions. I went in search of the best marketing guru on the planet, if big business was going to keep the truth from the masses I was going to find a way to tell it to the masses.

Although much of my success goes to the secret wealth formula I had discovered and what I call 'the best money making and value add client service in the business,' I attribute the companies Herculean increase and realization of his crusade to the discovery of the world renowned Marketing Guru,

Dan Kennedy Dan is a famous author with more than a dozen books and has been on America's top seminar tour with other famous authors and speakers like Zig Ziglar, Tom Hopkins, Brian Tracy and Four former US presidents, top athletes and entrepreneurs like Jim McCann of 0800-flowers.

Dan is the famous NO B.S guy because he talks about the real business world where they eat their young for breakfast and where you MUST get value on every dollar of advertising and marketing spend.. As a marketing consultant he has worked hands-on with clients in 136 different product, service and business categories. In the information-publishing field, he has literally guided over two dozen startups to multi million dollar annual sales. (Personally studying Dan's material has been largely responsible for me going from a stressed out commission based environment to a fast

appearing stress free money making road map and customers banging down my door) He routinely commands fees of \$9,000 to \$12,000 per day for private consulting, \$25,000 to as much as \$75,000 plus royalties to write an ad campaign, series of sales letters or other marketing materials, with over 80% of all clients using his services more than once, many of these client relationships go back 5, 7, 10 even 15 years.

Dan teaches a different approach to marketing and defines it as "Any activity which brings measurable rate of return customers to you with a pre-disposition to buy from you and you alone, at the price you want them to pay..."

The key words here were 'pre-disposition' and 'at the price you want them to pay'.

Marketing has Nothing to do with 'branding' or 'image' or lovely 'graphics', or even customer service...that's what happens after your marketing's worked and brought the customer in. Branding is a by-product of the benefit, services or products you provide in the eyes of the person most likely to benefit from your services.

Human beings make all decisions based on emotions, the rational behind the decision is made AFTER you have bought the brand new car you could not afford

Marketing had everything to do with Getting the attention and emotion of your customers - being prepared to stand out and be BOLD ! (Hint: the name of your business is NOT what gets the attention of your customers! How about a headline that says "7 ways to fund private education"!)

Making them an outrageous offer - and that does NOT mean discounting - in fact, it has a lot to do with raising your prices! (In the tools you can download right here, you'll discover how to create an offer like " 7 Steps to Bigger Business Strategies worth R2,759 for Only R797!" - without it actually costing you anything extra!)

Taking away their risk of buying from you... (Here, you'll discover the simple strategy that can double response to your advertising - and the strange thing is, you no doubt already do this, and probably keep it a secret!)

Writing copy that compels your clients and prospective clients to pick up the phone NOW ! (In these sales letters, ads, and fliers, you won't actually have to write the copy yourself, it's already done for you.)

Before you ignore the above statement and waste another Rand or dollar on marketing that makes creative types feel good, but doesn't make any money or create any wealth consider this fact!

A recent study revealed 60% of small, medium business do not use direct-marketing: but, of the 40% who do, 90% say it is the most productive, measurable means of marketing they employ. This shows how direct mail effectively gives you an instant, significant advantage over all your competitors and is defined as

I started doing what nobody else in my market was doing - direct mail. I sent out thousands and thousands of letters, inviting business owners to seminars. They turned up in droves. Now he's trying to get other entrepreneurs hooked. David recently became trained as a Dan Kennedy Certified No B.S. Business Advisor where he delivers what he calls Kennedy's 'Magnetic Marketing Strategies' that have been used Successfully in an amazing 156 different categories in businesses that sell business-to-business and to consumers. As a Kennedy trained advisor David offers entrepreneurs what he calls 'The Most Incredible FREE Gift Ever' containing over \$789.00 of business-building information from Dan Kennedy including Gold Inner Circle Membership. Then members are invited to attend monthly local seminars or chapter meetings or can join a local Kennedy Study & Mastermind My marketing skills were even worse. It was a shocking thing, but at least I worked it out before I spent another cent on investments that made stockbrokers, banks and finance houses Rich. I knew I could not control the kind of investing I'd been doing.