

**Direct Response Secrets Revealed!**

**Discover How You Too Can Plunder  
the UK Business Opportunity Market  
and Walk Away as a  
Multi-Millionaire**

**Join the Exclusive Multi-Millionaire**

**'Get-Rich Roundtable'**

**Dear Friend,**

It's true some people would be more than happy just to earn a little more than they do in their regular job, with the added bonus of working for themselves and working from their own home. But why limit yourself to 20, 30 or 40 grand a year, when you can set your sights on **fmillions?**

Today the internet offers so much opportunity for everyone to make a lot of serious money, but just how many people are actually achieving these results? **The truth is very few.** And those that do are usually based in the US and have links to many other highly successful marketers, which makes selling online a very easy option.

Just how many people from the UK do you know that have become millionaires from their Internet enterprises? If you're online most days looking for the perfect business opportunity you think you'd come across a name or two from the UK wouldn't you?

Sure there are a few individual millionaire marketers in the UK, but they didn't make their money from any online business. They made their substantial fortunes **a very different way,** and it's by this method that in the past, many individual marketers in the US have also made vast amounts of money.

It seems strange then that today the lure of instant Internet riches has overshadowed what was once considered

to be a 'sure-fire bet' to guaranteed wealth. And the strangest thing is hardly anyone is operating the 'old system' anymore, yet the potential to make huge amounts of money still exists, and will always exist.

So what is this 'old way' of generating a huge income?

**Direct Mail!**

## **Direct Mail is Ultimately Responsible for Creating Many Multi-Millionaire Marketers**

Yes, that's right, good old **Direct Mail** has been responsible for creating some of the **wealthiest people in the business here in the UK**. Some of the best known marketers in the country, are reputed to have made between 10 and 20 £million from their **Direct Mail** businesses.

These are real people who made real fortunes in the direct response market by selling simple **information products**. Better known as the 'paper and ink' business.

But the real stars in the direct response business are based in the US. Since the great **Joe Karbo** revealed his rags to riches story, in his famous book, ***The Lazy Man's Way To Riches***, hundreds of ordinary people have become multi-millionaires by simply copying his system.

A system that's as valid today and offers just as much opportunity as ever.

For anyone looking to start their own home business enterprise, there has never been a better time to explore the 'old way' and adapt it to work successfully today. The **Direct Mail** business is far from dead, it's just being ignored because of the convenience of the Internet.

If your Internet business isn't working, or if you're planning to start a new work from home business, take a close look at the incredible success stories accredited to the **Direct Mail** business.

## From Carpet Cleaner to Multi-Millionaire Marketing Guru

One of the most striking success stories of all time is that of **Eileen and T.J Rohleder**, a young married couple from a tiny remote village in Kansas (*Goessel, Kansas - population: 556*). Eileen worked as cashier in a filling station and T.J was a self-employed carpet cleaner. T.J was just an ordinary everyday guy struggling to make enough money to pay his bills and keep his one-man business on the road.

Like most people today, he was sure that there was an easier way to make a living and he knew that somehow there was an easy way to make a fortune, if only he could find and apply the right **formula**. He'd bought and read just about every business opportunity manual going and tried just about every business idea that came along.

Now if you've bought into the same business opportunity arena here in the UK, you'll know as he found out, that nothing really works...does it?

Yet he knew, as you probably do, that some people were making fortunes from their own single-handed enterprises. So what was the secret? What were these super-successful people doing that he wasn't? He just had to find out.

If you keep searching for the answer and reading just about everything on the subject of making money as T.J did, eventually you'll come across something that you've most likely over-looked. There can be nothing more frustrating than trying to copy successful people's ideas only to find that they don't seem to work for you.

There always seems to be something missing. A secret formula or a snippet of vitally important information or the magic ingredient. In reality, all that's really missing from your plan is **a basic understanding of the principles of marketing**.

# The Roadmap of Direct Response Marketing Strategies

Before you decide to set up your own business, and this applies to any business, you must have a sound business plan. Think of it as a roadmap. You want to get from where you are right now to somewhere that you'd much rather be. It should be as simple as looking at a roadmap and planning a route from A to B.

Although this simple concept is true, it's also the reason most businesses fail. Why? Because they don't take into account the bends and hills and other obstacles they are likely to meet along the journey.

Now when you grasp the fundamental principles of direct response marketing and apply them at every stage of your business, your success is assured. Your journey becomes a pleasant cruise.

T.J finally realised this when he bought and read a book entitled '**Selling Information by Mail**', written by acclaimed copywriter Russ von Hoelscher. Throughout the book, Russ highlighted the importance of adopting certain direct response marketing strategies, which would virtually guarantee financial success in the mail order business.

These same strategies have been used by thousands of successful marketers both in the US and right here in the UK, including the 'big hitters' referred to earlier. And it's these very same strategies and principles that have accounted for every marketer's success today, regardless of their enterprise and regardless of whether it's an online operation or a **Direct Mail** business.

T.J was now convinced that the secret to true wealth, which had eluded him for so long, had been uncovered and he was certain that he could apply the principles he had learned in the book to his new business venture...the **Direct Mail** business.

Together with his young wife Eileen, they set about preparing a business plan. Their target market was going to be the very same market T.J had invested every penny of spare cash into over the past few years.

## **The business opportunity market.**

Again, this is the very same market that has been responsible for creating many self-made millionaires here and in the US.

**\$300 + 4 Years = \$10 Million**

But the problem was that money was in short supply. At best T.J was making around \$20,000 a year from his carpet cleaning business and Eileen was on minimum wage. Maintenance and repairs to his beat-up old truck was eating away at cash they could ill afford, and debts were beginning to mount up every day.

**The only amount of cash they could spare was just \$300.**

It was all they had left after paying off a little of each debt and precious money they could certainly not afford to gamble with. But T.J had a gut feeling that after searching desperately for years for the right opportunity, he was certain that this was his big chance to hit the big time and make a lot of serious money.

With that precious \$300 they placed a small display ad in one of the Business Opportunity magazines and a few days later... bingo! A few positive responses starting to bring in orders. From the surplus cash they made, they repeated the ad in other similar publications and more orders came in.

Can you imagine the excitement of opening letters from customers and finding cheques and money orders each and every day? It creates a real buzz that drives you to go on and on repeating the process, knowing that you're on your way to the lifestyle you always thought was beyond the ordinary guy.

Their small success didn't go unnoticed. After about 8 months they received a brochure and a simple letter from none other than Russ von Hoelscher. Yes! The author of the book that had started it all. Russ told them that he had noticed their ad and liked it but could probably help them do much better.

**Do better? They were now raking in around \$16,000 a month**

**and didn't think it could get any better.**

Still, when a top class copywriter offers his services you can hardly say no, so they hired Russ to write their ad copy. And that decision changed their lives forever. Within a few short months, T.J and Eileen watched in amazement as their business went from pulling in **\$16,000 a month to over \$100,000 a month.**

They then went on to buy Russ's company, '**Profit Ideas**' and completely dominated the business opportunity market.

## **"Anyone can make a million from just one good idea"**

If there's one thing T.J will always remember and has directly accounted for his continuing overwhelming success, it's an idea that was put to him by Russ soon after they first met. **"Anyone can make a million from just one good idea"**. Of course we all know that, but keep it in mind as you make your own journey into the world of marketing.

Another good thing to remember is, no matter what business you may think you're in, you're actually in the **business of marketing.**

Now consider this. What do you need to do to make a million dollars or pounds or euros or a million of any other currency?

Making money is about selling and it's simply a numbers game. To make a million pounds in say a year, you have to bring in £20,000 a week. That equates to £4,000 a day, which means if you have a £400 product, you'll need to sell just 10 a day to make a million.

**This is the strategy behind T.J's success and has been proven over and over**

**Remember, T.J started out with just \$300**

**Within 8 months he was bringing in \$16,000 a month**

**A few months later, with the help of Russ, he was pulling in \$100,000 a month**

**Within just 4 years, his company, M.O.R.E Inc, was turning over more than \$10 million dollars**

**Today, that figure has escalated to \$80 million dollars!**

When you fully understand the principles and strategies that T.J has used to generate such a huge amount of money, you too could be on your way to similar success.

It's the same story on both sides of the pond, and these are the exact same strategies used by the top individual marketers right here in the UK and in the US.

**Think mail order is dead? Think again!**

While everyone else is losing at the Internet marketing game, now is a very good time to rediscover the hidden wealth waiting for you in **Direct Mail**.

**Why is Direct Mail a guaranteed winner?**

## **Direct Mail Versus the Internet**

Let's look at the process in a little more detail. In fact let's look at what T.J Rohleder did and compare it to an Internet business selling a similar product.

The target market is the **Business Opportunity** market, or the bizzop market as it's become known. Why this particular market? Because like you, there are millions of people who want a better life and money offers a way to get it and a whole lot more.

We all know that if you want to make serious amounts of money you have to work for yourself and start a business. Very few people ever become rich by working for someone else. When you work for someone else, **you're only working to make someone else rich at your expense.**

Now let's say you have an information product, like a book, which shows you how to make money working for yourself. In fact any product that shows or teaches others how to make lots of money is a product worth marketing.

It just needs to be 'new' or revamped or reveal a new approach.

To effectively market your book online, you'll need a website, and if you can't design and build it yourself, you'll have to pay someone to do it for you. Then you'll need a domain name and hosting. All this before you even start!

With **Direct Mail** there's no need to build a framework to showcase your product.

Next, your website will need an online sales letter to promote your information book.

**Your Direct Mail business will need the same.**

Your website now needs to attract traffic, so you'll need to advertise. By far the most popular form of online advertising is Pay Per Click. But you can expect to pay between 80p and £1 for the keyword 'business opportunity' alone, so this can work out very expensive.

For the **Direct Mail** approach, you can either place a small classified ad in say, Exchange & Mart, Dalton's Business or rent a mailing list from one of the reputable list brokers like Hilite.

So what's the difference? And which method is best?

Here's a summary of both campaign's basic options:

#### **Online promotion**

- Website design, domain and hosting
- Online sales letter
- PPC advertising
- Opt-in email list
- Press release and article marketing
- Search Engine Optimisation

#### **Direct Mail**

- Printed sales letter

- Postage
- Small classified ad
- List rental

**Order fulfilment**

Online = Instant download of a digital product and instant payment.

**Direct Mail** = Cheque/PO/Credit card payment before product is dispatched. Plus packaging and postage of a 'hard' copy product.

So what are we learning from these comparisons? Simply this...The actual costs involved in operating either campaign will be very similar. So what are the main advantages and disadvantages of operating both campaigns?

<b>Online Advantages</b>	<b>Online Disadvantages</b>
Access to wider share of the market	The description 'ebook' instantly devalues the product
Customer gets the product instantly	Marketing costs for traffic generation can be excessive
You get paid instantly	Disruption due to viruses, spyware, adware and technical problems
Can automate the whole process	
<b>Direct Mail Advantages</b>	<b>Direct Mail Disadvantages</b>
You get payment before despatch	Printing, posting and packaging
Customer gets a 'hard' copy of the product	Customer gets product within 2-7 days of order
No technical problems	Can be time consuming

**Direct Mail = Your Direct Route  
To Unlimited Wealth**

So, when you weigh up all the advantages and disadvantages of both campaigns including operating costs, there's really very little difference. The point of this demonstration is to highlight this fact. Yet more and more people would prefer to start an Internet business rather than a **Direct Mail** business.

Yet **Direct Mail** has consistently been responsible for creating many more millionaires than the Internet ever has and that's especially true in the UK.

What's more, those marketers that are making fortunes from their Internet businesses are using the same techniques and strategies that are used in successful **Direct Mail** operations.

If you look at any long online sales letter, take note of the layout. You'll see a headline, sub headlines and bullet points, which are the exact same principles used in a **Direct Mail** sales letter. But **Direct Mail** has been around for many decades and long before the Internet became the chosen platform of the new breed of marketers.

So what does all this tell us?

It tells us that the **principles** used by T.J Rohleder to build his multi-million dollar empire, and also used to build the fortunes of all the other highly successful marketers, both online and offline are **exactly the same**.

So if anyone wants to become a millionaire from their direct response marketing business, all they need is to grasp these very same principles. Then apply them to whatever products or services they want to sell.

These time-tested and proven formulas worked for the great Joe Karbo more than 4 decades ago, have worked for T.J Roheleder and have worked for our own top marketers right here in the UK.

So what are these timeless principles that virtually guarantee unlimited wealth?

Until recently, they have been a closely guarded secret, and who can blame these multi-millionaires for keeping quiet about their amazing success. But all that's about to

change.

## **Multi-Millionaire Guru Marketer Reveals All**

If someone who has generated more than **\$80 million starting out with just \$300**, says he's going to reveal all about how he has amassed such a fortune, anyone with just a slightest interest in making money should sit up and listen.

**And remember!**

These exact same principles will work for any direct response business, whether it's an online operation or a **Direct Mail** campaign.

In fact, if you combine your marketing efforts and apply these formulas to the two styles of business marketing, **financial success is an absolute certainty.**

**Get ready for some amazing revelations.**

**If you're trying to make it big time in your online or offline business or even if you're just thinking about starting up a new business, don't do anything else until you read through these next few important paragraphs.**

Firstly, this information is only for people who want to make **fmillions** from their businesses, not someone who is going to be happy making a couple of thousand pounds more than they do in their regular 9-5, 5 days a week job.

And secondly, this information is for people who are **serious about their businesses** and willing to learn the **old principles** and apply them to every marketing decision they make.

Now, if this sounds like you, and you're prepared to grow rich at an alarming rate, I can tell you that the information you need to put yourself amongst the wealthiest individual marketers in the UK, has now become available.

**But only to the first 100 people that respond to this**

**offer.**

T.J and Eileen Rohleder, together with guru copywriter Russ von Hoelscher have teamed up to present '**The Get-Rich Roundtable**' A no-holds barred, all-revealing, 3-way recording of exactly how they made their mega-fortunes. Nothing is held back and everything is totally and unreservedly uncovered.

In this 3 CD set, you'll hear them for yourself explain in every detail how they started out with next to nothing and grew an empire within just a few short years. You'll discover how to get a flood of money coming to you every single day of your life, by using and adopting the unusual secret formula they reveal.

**The secret formula, which have been directly responsible for generating more than \$80 million.**

- You can make their wealth strategies your wealth strategies
- You can use exactly the same time-tested methods they have used
- And you can apply them to your very own business today

But, there are **only 100 copies** of these all revealing CD sets available. Why so few? Because that's the limit of our negotiated resale license for marketers in the UK. When they're gone, they're gone! And that will be the end of this one-time offer, forever.

This is your one and only opportunity to study and learn from the all-time gurus of **Direct Mail** marketing. And your one opportunity to build a multi-million pound empire, doing exactly what T.J and Eileen Rohleder have successfully achieved in the US.

And don't forget! The principles revealed in these recordings, are the **exact same as those used by the most successful marketers right here in the UK.**

Now you can become one of the new multi-millionaires of the 21st century. All you have to do is copy the blueprint to guaranteed success, and you too could join the '**The Get-Rich Roundtable**'.

# Unbelievable Offer for UK Marketers Only

If you're lucky enough to be among the first 100 people to apply for this limited offer, you'll receive...

A 3 CD set recording featuring T.J and Eileen Rohleder together with acclaimed copywriter, Russ von Hoelscher.

You'll hear them discuss in detail, the step by step journey that led them to their amazing multi-millionaire empire.

You'll hear them reveal the secret formula they used so successfully, to turn \$300 into \$10 million in just 4 short years, and how their business empire continues to grow at an alarming rate today.

**T.J and Eileen Rohleder's business, M.O.R.E.Inc, is now reputed to be worth more than \$80 million!**

You'll be able to simply apply their unique strategy to your very own business straight away, and begin your own journey to super riches.

And more...

Not only will you be able to listen to these quality recordings in the comfort of your own home or whilst driving to work (if you still work for someone else), you'll also receive the complete written transcripts as part of the package.

This one-time offer is available to the first 100 buyers right now for just...

~~£67.00~~ £47.00 including Postage, Packing & Insurance

**Plus...**



## **Our Unconditional 100% 'No-Quibble' 90-Day Money Back Guarantee**

We invite you to take advantage of our 90-day money back guarantee. If for any reason you're not completely satisfied with this 3-Cd set recording and transcript package, just return the package to us for an immediate, 'no-quibble' refund.

**Just added!**

### **An additional Valuable Bonus**

**Order today, and we'll include a very special valuable bonus.**

One of the problems facing many online and offline marketers today is competition. To successfully compete in the lucrative business opportunity market, you need to stay one step ahead of your competition, without having to lower your prices and cut into your profits.

Now you can learn direct from the masters of marketing how to eliminate at least 90% of your competition.

T.J and Eileen Rohleder together with Russ von Hoelscher have recorded the exact same techniques they have successfully used to blow away any real competition, but be warned!

This programme contains 'below-the-belt' strategies you can adopt to completely dominate your market and virtually destroy your competitors, before they even know what's hit them.

These secret methods will help you gain an unfair advantage in any type of direct response business.

This genuine free bonus also includes **50 of the Hottest**

**Million Dollar methods** you can use to steadily build your personal wealth.

Available on 2 quality CD recordings plus the complete transcript, absolutely free when you order '**The Get-Rich Roundtable**' 3 CD set.

There has never been a better time to get into the direct response business and carve yourself a huge slice of the multi-million pound business opportunity market.

This is your opportunity to join the elite, super-rich list of millionaire marketers right here in the UK. But only if you're fortunate enough to be one of the first 100 buyers of this truly valuable insider information package.

Get your copy now...Tomorrow may be too late.

Complete the enclosed order form and post immediately. On receipt of your order we'll dispatch your 3 CD set recording of '**The Get-Rich Roundtable**' together with your valuable bonus, within 48 hours.

To your success,

Sig

Company name

**P.S.** Only 100 CD sets available and one has been reserved for you, but only for the next 7 days.

company name/address/tel.no.