

SPECIAL REPORT

5 Battle-Tested Secrets to Turning Advertising
into Profit (Borrowed From Renegade
Millionaire Entrepreneurs)

By Levi Heiple

A Personal Letter from Levi Heiple

The purpose of this special report is to help you to confidently invest your advertising dollars, knowing that you will get a reliable return.

Many business owners view advertising as a mysterious “black hole.” You dump a bunch of your money in, wait, and somehow you manage to get a little bit of business, but you don’t really know how it happened.

If you utilize the five advertising secrets I’m going to show you in this report, not only will you have a reliable advertising system, but you’ll also **“MAGNETICALLY” ATTRACT YOUR IDEAL CUSTOMER WITHOUT HAVING TO DO ANY MORE COLD PROSPECTING.**

I know how much cold prospecting sucks. I started my business career as a freelance web designer and, since I had no money in the beginning, I picked up the phone and started making some “cold calls.” I was not very good at it and decided very quickly that I did not want to grow my business with a blind “numbers game.” I admire the people who are good at this sort of thing and have the tenacity to stick with it and make it work, but I decided that there is no virtue in pointless suffering with no payoff – just to “prove” that I could be “that guy” who had the guts and tenacity to keep pounding the phone until he got the sale. I knew that I could get much more leverage with the written word. *Success is the goal, not suffering for suffering’s sake.*

So I immersed myself in studying the master copywriters—the guys who were actually making a living by turning words into money and I learned that there were indeed time-tested principles that get people to respond to ads—and they still work today even with all of our “new media.” (In fact this new media can even amplify the effectiveness of these principles. More on that later.)

And best of all for you, very few people know about these proven principles—let alone apply them.

This means that if you apply what you learn from this report, you will have a tremendous advantage over your competitors.

Your ads will convert better, your emails will be read and responded to, and acquiring new customers will be easier.

Furthermore, you will be able to position yourself to your prospects as a *trusted advisor* that they repeatedly turn to for advice rather than just another business using hype, ridiculous claims, false scarcity, and high pressure sales tactics.

You're about to discover that acquiring new customers does not have to be painful and unpredictably expensive.

THE CHALLENGE

With the dawn of the Internet age, nearly every business owner faces a tremendous challenge: every single person on the earth who has any money to spend is bombarded with more marketing messages than he can possibly digest. At first glance, this may seem like an insurmountable problem.

But, contrary to popular wisdom, I'm here to tell you that this competition is your greatest advantage. Here's why...

Your competitors are making it easy for you.

Even though there is an incomprehensible amount of competition for attention from your prospects, all this competition is actually making things significantly easier for you.

Here's why I say this.

Think about how much garbage you get every day in your email inbox and your mailbox.

How many times do you see a commercial on TV or hear an ad on the radio that makes you think "thank you for sharing that ad with me. That's exactly what I needed!" How many times have you ran to your computer to punch in a website address you saw in an ad because you were so excited about what you read?

The fact that the above scenario sounds so ridiculous (or at least rare) is proof that the vast majority of businesses are terrible at marketing. Their ads and promotions are so annoying to you that you habitually ignore them. I thought the goal of advertising was to get people to buy from you?

So if all this advertising is so terrible and doesn't get people to buy, why do companies spend so much money putting it out there?

Here's the hard truth about 99% of advertising...

Most businesses use what is commonly called "brand advertising." The basic philosophy goes something like this: "A potential buyer will need to either hear the name of your business or see your logo about 36 times before they'll remember you and come buy from you."

To put it bluntly, this is complete bull crap.

It's not bull crap in the sense that it doesn't work – eventually. It's just bull crap in the sense that it is really dumb.

We all know about Walmart, Coca-Cola, Pepsi and McDonald's. Why? Because we see their ads everywhere. You can expect to find a Walmart and McDonald's in almost every city in America of a respectable size. You'd have to be living in a cave to not know about these brands.

This was done deliberately. These companies spend literally billions of dollars to get their name and logo recognized.

The problem is that small business owners do not have this limitless advertising budget to dump down this black hole of "brand advertising." It would be stupid to imitate these big companies and their advertising tactics. But unfortunately (for them, not for you) most small businesses *do* imitate the big company "brand advertising" approach—they just do it on a much smaller scale. But it doesn't work because you need a colossal amount of cash that you can afford to throw away. I think it is safe to say that most small business owners do not have this leisure.

What you need as a small business owner with a limited advertising budget is a way to **put an ad in front of your prospects and have them immediately respond to that ad. *You don't have the time or the money to wait for "a good vibe" to generate around your brand.***

Now, don't get me wrong. Having a good reputation associated with your name is critical. But you will NOT build this reputation by plastering your face on billboards all around town or painting your business logo on a big blimp at football games.

The truth is, **no one cares about you or your business**. It's not that they hate you or that you did anything to drive them away, it's just that they have more important things to think about – like their own life and their family. You are not even on the radar of their thinking—until they have a problem that they need solved IMMEDIATELY (or at least very soon) and they perceive you as being able to help them.

Once we come to grips with these hard realities, we have entered into the world of “direct-response” marketing. In other words, you put out an ad and people do one of two things: **(a) they respond to it or (b) they don't**.

It sounds simple enough, but precious few business owners know even the most basic principles for getting people to respond to an ad.

What I am about to teach you in this report is nothing new. The masters of direct response advertising have known about these tactics for years. The reason I call them “secrets” is because so few people know about them. In fact, I can almost guarantee that none of your immediate competitors are using any of these tactics properly, if at all.

These “secrets” are time-tested proven principles. These are not derived from some sort of academic buffoonery taught by tenured professors who have never had to make a profit in their life. These principles are straight from the trenches of successful entrepreneurs and advertising men.

They've been working for me and they can work for you too.

Applying these techniques will make your ads cut through the clutter, get noticed and read, and most importantly – **get a response**. Understanding these principles will give you a major opportunity to swoop in and gather more customers than ever before and with greater ease simply by avoiding stupid advertising.

Think about it this way: your prospects are bombarded every day with boring “junk” ads. These ads have absolutely no value to them. Your market is like a desert devoid of any interesting content. To a man in the desert, even dirty pond water looks delicious.

The point is...

You don't have to be a master at this stuff to succeed. You just have to be less dumb than your competition.

So keep all of this in mind as we dive into these core principles and tactics.

So without further ado, let's get to work.

Talk to you soon,

Levi Heiple

Idaho 2014

Secret #1: How to Get Prospects to Actually Read Your Ad

If no one reads your ad, you won't sell anything—no matter how good the ad is. You must have a headline in all of your advertising. The headline is basically “the ad for the ad.”

If you browse through a phonebook, or look at someone's business card, or their website, or whatever—you'll probably find that they don't really have a headline at the top. Most likely, it will either be the name of their business or a description of what they do, or else it will be some vague slogan like “We put people first” or “Innovative solutions for a new world.”

Everyone says stuff like that – it doesn't mean a thing.



Exhibit 1-1: Internet Marketing Consulting. What does this even mean? What is success? How will I know when I have achieved it? What benefit will you deliver to me?

Exhibit 1-2: Yellow Page Directory. “Go the shortest path from to-do..to done.” Alright. Sounds good. Sounds like a good life principle, but not something that makes me want to read the ad or call the business and have a chat.



Exhibit 1-3: Dentist. “Your pathway to dental health.” Hmm...sounds like a riveting read. On second thought, it actually sounds rather painful. I think I’ll go elsewhere...

Now let me ask you something. Take a look at the advertisements you have for your own business. Look at what you have at the top of the ad. *If you were reading your favorite magazine, or blog, or newspaper, or whatever media you consume, would you stop to read an article that was attached to that headline?* If the answer is “no,” then you have identified the first critical factor of why you are not getting a good return on your advertising dollars.



Exhibit 1-4: A well-known printer company. Unless you’re a hardcore printer tech geek, reading about “42 ppm” sounds like a very dull read.

Now, a lot can be said about what it takes to write a good headline, but the main thing is that it needs to *communicate a benefit to the reader*. For example, you are reading this report because you saw a headline that you simply couldn't resist. You just had to find out what the "5 Secrets" really were and if you were using them in your advertising.

Your headline should be attractive to the people who might give you money and repulsive to the people who won't.

For example, the title of this report is not "5 Cheap and Easy Ways to Make Money Fast." That would attract all kinds of sleaze balls that would be quickly disappointed as soon they found out they have to WORK and INVEST MONEY in order to make money.

I also didn't title the report "5 Low-Risk Ways to Make a Profit." It's a risky world. The highest profits goes to those who (wisely) risk the most amount of their capital.

"5 Secrets to Turning Paid Advertising to Profit," basically says that if you are risking your capital in order to get your marketing message out in the world, there are smarter ways to do it that most people don't know about. That's the kind of person I want to work with.

No time to exercise? No problem!



"Introducing the amazing new workout program that's the laziest way to get in shape - works almost any place, anytime, anywhere...even while watching TV!"

Exhibit 1-5: GetFitWhileYouSit.com. A headline like this will repulse the people who feel they are "above" this sort of thing. Your friends will certainly tell you it's too "salesy." But the people who really don't want to go to the gym will probably read this ad—even if they do so in secret and won't admit it if they decide to buy the product. In fact, I wouldn't be surprised if a few of you reading this report went to the website—not because you're interested in the product of course, but just to "study" the ad. Right...

THE MOST INCREDIBLE
Free Gift **EVER**
\$633.91
Worth of
Money Making
Information
click here

INCLUDES A
2 MONTH
FREE MEMBERSHIP

Exhibit 1-6: GKIC.com. Again, many people will at least pretend like they are “above” this sort of thing. “I’m perfectly content with my income as it is now, thank you. There is no information you could possibly share with me that could help me make more money. The only way to make more money is to work harder and longer hours. I don’t buy into that sort of junk.” Well, suit yourself—it’s not for you then. (For the record, I DID sign up. And yes...they lived up to their claim.)

Your goal of any headline should be to make it very difficult for people who might give you money to ignore your ad.

Secret #2: How to Position Yourself as a Trusted Advisor

It's not enough just to capture your reader's attention, you actually need to offer something that will be of immediate value to the prospect you are targeting. Usually, if you give something away for free, this is best. Most people are not ready to buy immediately after they read an ad. They don't trust you. They've heard horror stories of people who got scammed by offers that ask for money up front. Especially if they watch the news or a lot of "pop culture" media, they likely have a very negative view of you as someone trying to make a living through advertising. It just comes with the trade. Entrepreneurs, salesmen, advertisers, marketers – these are all greedy, lazy, evil people who are just after your money – or so is the impression one might get from our popular culture.

The reality is that buyers, like anyone else, have a need to *feel like they are right*. They want the confidence that comes with knowing that they have made a good decision. They are looking for information to help them make that right decision. As far as they are concerned your business is no different than any other.

So, give them what they want – high quality information – no obligation, no cost, no risk.



Exhibit 2-1: Chiropractor (HealthSourceChiro.com). Seriously, the offer doesn't even have to be sophisticated. If I'm thinking about seeing a chiropractor, what do I want to know? "What's the truth about the PAIN I'm feeling every day?" These guys have the answers.

Now why would you want to give away your hard earned knowledge for free? Simply this – it builds trust. When you educate, your prospects brain automatically assumes authority. Seriously,

you could write a book that is complete baloney, but the people who read the book will think, “this guy must know what he’s talking about. He must be an authority on the subject. After all, he wrote the book.”

Now, I’m not at all suggesting that you should just offer fluff so that people will perceive you as an authority. This is where ethics come into play, and the purpose of this report is not to deal with the ethics of salesmanship. But, I will say flat-out, that you should always strive to offer the best quality information you are capable of within the constraints of the audience’s knowledge and the medium being used.

Now, if you’re the one educating them (and assuming you are offering genuinely helpful information), ***who do you think is the first person they’re going to ask when they are ready to make a purchase?***

Free Reports

Simply fill out the form below and you will get 3 Free Reports, "14 Ways to Make Your Business Stand Out From the Competition WITHOUT Cutting Your Price!", "The 7 Biggest Mistakes Print and Yellow Page Advertisers Make that Destroys Their Advertising Profits" and "Who Else Wants to Get on Track" (A \$97.00 Value) immediately in a downloadable PDF file by email for simply opting in with your first name and email. You will receive details on the 12 Print and Yellow Page Ad Design Response Triggers® on my Home page after you have opted in to this website.

Name:

Email:

"What is your greatest

Exhibit 2-2: InstantYellowPageProfits.com. If I ever decide to hire help for placing a YellowPage ad, I know who I'm contacting. Nobody else offered to show me how to do it right, or even why it was still worthwhile to bother with Yellow Pages.

So, you need to offer something genuinely useful that also ties into your product or service.

Don't assume that they need your product or service. **Educate them and then let *them qualify themselves*.**

Secret #3: How to Overcome Fear and Hesitation

People in this day and age are bombarded with advertisements and they are more skeptical than ever. “What’s the catch?” “Where’s the small print?” “I probably have to spend money on something first.” These are thoughts that go through all of our heads when we see an offer that gets our attention. *People are almost paralyzed with the fear of losing money.* They really shouldn’t be. Money is temporal and transient and you have to risk some money to get more of it. But hey, you have to work with people where they’re at, not where they should be.

The simplest way to overcome these fears and objections is to **genuinely offer something for free—no strings attached.**

And don’t make it a “buy one get one free offer,” - make it genuinely free. Make it valuable. *Give till it hurts (and you have verifiable proof via your financial statements that it hurts.)*



Exhibit 3-1: PerryMarshall.com. Some people even give away physical books at their expense. Charging 1 cent though acts as a great filter. Many people won’t even pay you a penny for information—that’s how little they value your advice. You don’t want to work with those kinds of people.

If you do this, not only will your prospects learn more about your product or service, but they will also begin to trust you as a *helpful adviser* rather than perceiving you as a pushy salesperson.

Another way that you can help reduce fear is by **offering a non-threatening way for your prospects to obtain what you are offering.**

For example, right now you are reading a report that you downloaded from a website. When you downloaded the report, I wasn’t there standing over your shoulder asking you questions about your business and pushing you through a sales script. No, you can just get the information without any feelings of guilt, annoyance, worry, etc. You really can just “get your freebie” and not worry about dealing with any uncomfortable situations. If you start reading my report and decide that

you don't like what I'm saying, you can just stop reading at any time. No hard feelings. No sales pressure. You are in control.

. . . *Free Consumer Report About . . .*
Saving Time During Home Buying Process
"Receive Home Buying Process Chart"
24 Hour Recorded Message



24 Hour Free Recorded Message
1-800-215-5542 Ext 2013

Exhibit 3-3: Believe it or not, even something as "outdated" as a recorded message hotline can still be used with great success. The callers just want information. They don't want to feel pressured or embarrassed by their ignorance.

Secret #4: How to Overcome Inertia – At Least Partially

As an advertiser, you are fighting against a tremendous amount of inertia. In order to respond to your ad, the reader must take time out from their activity and DO SOMETHING. Persuading them to do so is a daunting task.

A very simple way you can overcome some of this inertia is by **offering multiple ways for readers to respond.**

We live in a multimedia world. Now we each have our own preferences for how we consume information and, if you're like me, you probably think that your way is the "best" way. Actually, you're right. It is the best way—for you and your circumstances. But there are over 7 billion people in the world, each with their own unique set of media preferences and circumstance limitations.

For example, a mother of three feisty toddlers is not likely to want to pick up the phone and talk to a live representative while the kids are in the house. Or an elderly couple with a dial-up Internet connection who only use it check their email, are not likely to go to a website and download anything.

You can make a good educated guess at what media *your* target market would prefer, but the reality is, you just don't know for sure what their circumstances will be when they see your ad and which response method they would prefer. You want to eliminate as many roadblocks as you can for your prospect responding—both physical AND psychological.

Now, there are cases where you might want to have only one response option. Like if you actually wanted to *limit* the number of responses to your ad. Why would you ever want to do that? Well, maybe you just want the most qualified and eager prospects to respond. Then you can set up a situation where you can assume that if they took the trouble to fill out a complete form, answer some survey questions, stop what they are doing and give you a call, etc. that they probably are serious about seeking out your service.

But in cases where you want to attract as many responses possible, it can only help to offer multiple options for them to respond.

Secret #5: The Only Thing That Matters When Marketing Online

This is the big one—the most critical of all for getting long-term profits. ***You MUST have a way to capture your prospects' email addresses.***

Nearly everyone you do business with today will have an email address. It is the lifeblood of the 21st century economy.

Now, when I say “capture” your prospect’s email, I’m not talking about collecting a bunch of people’s email addresses without their knowing it and then sending off batches of “cold mailings.” Instead, *I’m talking about your prospects volunteering their email address in exchange for valuable information.*



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108 Split Tests \$197 FREE!

For a limited time,
claim your **FREE**
BOOK Now!
(While Supplies Last)

DotComSecretsLabs Book
FREE + \$9.95 Shipping & Handling

Enter Your Shipping Details

SECURE ORDERING  PRIVACY PROTECTED

Exhibit 5-1: DotComSecretsLab.com. Visitors give their contact information in exchange for receiving information they perceive as valuable. In this case they are asked to give more information than just a name and email and pay for shipping, so these guys are trying to just get the most interested prospects. The concept is the same though for whatever you’re offering.

Think of it this way. You are offering something to your prospect. Instead of asking for money for that first transaction, you are asking for their email address (or more info depending on what you are offering.) In essence, your prospect is saying, “Yes, I believe that you have something useful to share with me, go ahead and send me information through my email.”

Now, why is getting that email address so important? Simple. **PEOPLE FORGET ABOUT YOU.** Over two-thirds of customers who stop buying from a business leave because of simple indifference. Everyone’s life is busy and your business is the last thing on your customers mind. They may of had a glimmer of interest, but it quickly got buried in the day-to-day grind of life.

Additionally, people who have never done business with you often need to be “reminded” of you up to seven or eight times before they actually take action. *Familiarity breeds trust* (or contempt – if you’re being annoying).

Now, certainly you could work out a complex system using only calling and direct mail reminders to follow up with your prospects (and these *should* be included in your media mix) but the most efficient way to remind customers and prospects of your presence is to consistently deliver useful information to them through their email.

Now, the strategies and tactics you can use for capturing email addresses is another topic in itself, but for now, I’ll just give you the basics. We’ll start with the website and for this part, I have to let you in on a dirty little secret of the online marketing world...

The ONLY reason you need a website is to capture email addresses.

All of your “tech-savvy” friends and colleagues may be well-intentioned when they tell you that you need to get an “updated” website and start taking advantage of all the new social media and online marketing tools. “You have to get on Facebook.” “You have to tweet about your business eight times a day.” “You have to be sure your website is optimized for search engines.” “The world of business is changing fast. You’ll get left behind in the dust.” Yadda, yadda, yadda...

If your website or any of these online “tools” do not help you capture the email address of your prospect then it is USELESS.

Look, I'm going to shoot it to you straight. The formula for making money with the website is quite simple:

Step 1: Drive traffic to your site with an ad

Step 2: Deliver what you offered via your website

Step 3: Follow-up with further helpful information until they are ready to see what you're selling.

Step 4: Close the sale

You really don't have to make this more complicated than it needs to be. In fact you shouldn't make it complicated, It'll just frustrate and drive away your visitors.

Take a look at the two websites on the following page:



Both websites are designed to sell a similar service (training for videographers.)

Which website do you think would be most pleasing to your spouse and friends?

Now, all else being equal, *which one do you think would make more money?*

The Website B style will outsell the Website A style hands down every time. Why? Because it does not distract your visitors. It delivers something genuinely valuable. It applies all of the tactics that been discussed as far in this report. The website directly correlates with a direct-response ad. But most importantly, it performs a specific job very well as a part of an integrated system—namely, *it captures names and emails then delivers what was promised. Every time. 24/7.*

“But don’t I need a nice bio? A photo gallery? A pretty banner?” Forget it! No one cares. Unless you have a very specific reason for why a “brochure” type website is necessary to your marketing (and you REALLY know what you are doing with it and what it is supposed to accomplish), you’re wasting your time. Keep it simple.

The actual amount of time that people spend on your website is rarely more than a minute. Most people leave within 3 seconds.

Make the important thing the ONLY thing.

Do you really want to risk distracting your website visitors from the main point by letting them meander all over the place?

Now ask yourself this.

Do you want a pretty brochure or a sales machine?

Would you rather gain the approval of your friends or make money?

Because, to put it bluntly, that is the choice that it almost always comes down to in the world of advertising.

THE DELIVERY AND FOLLOW-UP

When set-up properly, websites are great at both delivering information and following up with interested prospects. **THIS MARKETING MACHINE WILL WORK FOR YOU 24/7 FOR DIRT CHEAP.**

The tool you need to implement this email capturing system is what’s called an “**autoresponder.**” As the name implies, this is a program that automatically responds with an email message at the precise time you tell it to (like when a visitor inputs their email address into

a sign-up form.) The message is written ahead of time and can contain the link to your offer or other useful information. Not only that, but the system will automatically build a list of contacts and track all kinds of useful stats on how people are responding to your messages. You can set up an entire sequence of messages, send out new broadcasts, schedule broadcasts for a specific date, etc.

So how do you get the email addresses? Well, once you have your website with the autoresponder system set-up, your other forms of advertising will begin paying off. The ad makes the offer which directs the reader to your website. The website automatically handles the sign-up and delivery of your offer. As time goes on, you'll build a list of highly qualified prospects who have *already expressed interest in what you have to offer*. And here's the kicker...

Your ads and your website together will work for you 24/7 without any further intervention on your part. All you have to do is talk with the prospects who are ready to buy.

Your prospects can unsubscribe at any time if they don't want to receive any more communications from you. However, very few people will unsubscribe. So long as you are sending legitimately helpful information or compelling offers instead of "spam," they will stay on your list.

This system allows your prospects time to "mature" to the point of being ready to buy from you. You don't have to waste your time chasing down leads. Your prospects don't have to worry about feeling guilty for not being ready to buy right away or not wanting your service at all. Communicating one-on-one is still the most effective way to close the sale, but only at the very end of the "maturation" process of the relationship. Your prospects don't want the pressure of dealing with a "live" person before that point.

So again, the term is "autoresponder." I'm not going to go into all the technicalities of how it works, but if you want to learn more about it just do a Google search on the term and you can get up to speed. There are several good services out there. I like Aweber (www.aweber.com) for starting out and doing the basics. Infusionsoft (www.infusionsoft.com) is the best for more sophisticated follow-up systems.

What to do next

Getting profits from your advertising requires more than just a few “magic tricks.” It requires a shift in your mindset. You have to shift your focus from you and your brand to your prospect and their problems. From your business and your products to your market and what they want, need, fear, etc.

This critical shift in mindset could literally happen instantaneously. After reading this report, if you thought something like “Aha! This makes perfect sense,” then I congratulate you. You have just jumped up to the top 20% in your market – at least in how you think. However, what’s really going to separate you is *taking action on what you learned*.

So if you want some action steps laid out for you, here’s what I would do:

First, **take a look at all the ads you have out for your business**. Ask yourself honestly, “are these ads boring? Would I bother to read them if I was not the owner of the business?”

Or here’s an even better test if your circumstances allow it. Find some people you know who would qualify as your target audience. Ask them to give you feedback on your ad. If they all say “this ad looks really great” then you know you have a loser. Or if they only critique the design, layout, or wording. But if they say something like, “Gee, is there a way I could get a copy of what you’re offering?” Then you know you have a winner.

Next, try to **empathize with your target market**. Pretend you are one of them. Then ask yourself some questions. What kind of offer would interest you? What would make you nervous or hesitant about writing a check to your business? What keeps you lying awake in bed at night? What kind of solution would you pay money for?

After you have “gotten inside the heads” of your market, **rewrite your ad**. Make sure the headline appeals to what is really going on inside the minds of your target market. Make sure what you are offering them is the solution to the problem they are actually having. Eliminate the risk and pressure for them by making it genuinely free without any “sales pressure.” Finally, give them multiple options to respond so that they can use the medium that they are most comfortable with.

Finally, after you've given a good deal of thought to your market, your offer, and your ads, ***consider investing in a good autoresponder system*** and think about what approach you want to take with your website. This is another topic in itself—but at least start thinking about it.

I wish you the best.

-Levi Heiple

PS: If you would like information on how your business can get a comprehensive direct marketing package set-up for just \$300 that applies all the principles discussed in this report, simply email your inquiry to dmpackage@leviheiple.com.