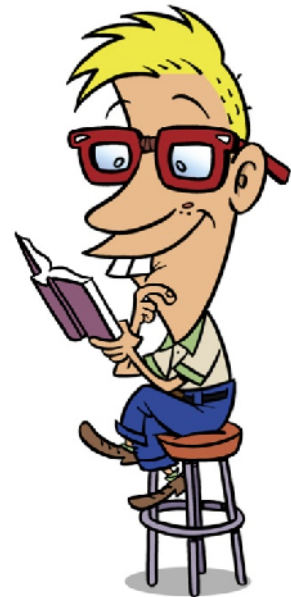


MY NOTE TAKING NERD

“Giving You The Edge”



**What My Note Taking Nerd Learned From
Jay Abraham's Mr. X Book.**

Jay Abraham – Mr X Book

Chapter 1 - Customers

Your biggest asset is your client list.

Ways to maintain a good client relationship:

- 1) Keep in touch
- 2) Provide post-purchase re-assurance
- 3) Give clients best deals & guarantees
- 4) Preferential Pricing for clients
- 5) Be honest

Ways to initiate the relationship is by sending (5 days to a week after first transaction) them a letter that:

- 1) Thanks them
- 2) Resells the value of your company
- 3) Reassures them of the prudence of their purchase with you

This also programs them to buy more.

Become a Personality your Clients Recognize

Your clients shouldn't be doing business with XYZ Company but rather they should be doing business with President Joe Mack of XYZ Company. Be a face. **When they order again send an acknowledgement letter maybe separate from the package they ordered.**

All businesses should have a follow up system in place.

Client Info to capture for your list:

- Name
- Address
- \$ amount of last purchase
- Number of past purchases
- Specific products/services the client bought or is interested in buying
- Total \$ spent
- Specific interests of clients

- Birthdays
- Wedding Anniversaries

To upsell at point of purchase try asking client if they would like to take advantage of an unpublicized in-store special offer, available only to clients who buy a minimum of \$X of merchandise that day. **Order now** is the most important bit in an upsell. Also use Limited Availability to motivate clients.

To know your clients better take customer service calls or do some sales transactions to better comprehend what your clients interests & needs are.

Chapter 2 – Education

Educate them on your product/service and then your unique advantages and then how they can make better purchasing decisions on the topic.

Always give the client Reasons Why. The more factual, plausible and credible they are the more likely someone is to do business with you.

Use Pre-emptive marketing. Example is Schultz Beer.

Chapter 3 – Host Devices

Examples of Host Beneficiary Relationships:

- Offer benefits to someone else's list
- License/Endorse other people's products for your list
- Refer unconverted prospects to someone else
- Buy unconverted prospects from someone else

How to Create a Host Beneficiary Relationship:

- 1) Write a letter of endorsement (ostensibly coming from the owner) recommending your product/service. Profit share with host
- 2) Get host to continually promote your stuff
- 3) Promote their stuff to your clients

Important facts to point out to potential host:

- 1) Your product/service isn't in direct competition with hosts
- 2) It won't take away any profits the host would normally make
- 3) It augments their profits
- 4) They don't have to lift a finger or spend a dime
- 5) You will create and pay for all the marketing material
- 6) You guarantee your products/services and indemnify them
- 7) They can route all the orders through themselves for verification
- 8) Pilot test

Objections to Address

- 1) How do I know if this will take away my clients??
- 2) I want control. I don't want to hand over control of my clients
- 3) How do I know I'll get paid??

Chapter 4 - Start-Up Marketing

First time entrepreneurs must:

- 1) You must develop the ability to see the needs and wants of others.
- 2) You must find a market gap.
- 3) You must become a service and quality fanatic.
- 4) You must get started.
- 5) You must offer your original investors the chance to profit in a big way.
- 6) You must start small.
- 7) You must use the telephone constantly for acquiring all kinds of information.
- 8) You must hire the best people and generate entrepreneurial excitement.
- 9) You must charge enough, meet problems head on, and collect your money up front.
- 10) You must develop a strategy that helps your customers grow, improve, or profit.
- 11) You must aim constantly to become the dominant company in your industry.
- 12) You must maintain honesty and integrity always — and in all dealings.
- 13) You must accept no freebies, government grants or subsidized loans.

- 14) You must be generous to employees with wages, profit-sharing, and benefits.
- 15) You must see your company as national, rather than local or regional.
- 16) You must develop tenacity and perseverance to survive days and nights of anxiety.
- 17) You must manage your company for constant mistake avoidance.
- 18) You must win your customers back again and again.
- 19) You must apply a fail-safe range of management checkpoints and controls.
- 20) You must establish a corporate philosophy that stresses quality and service.
- 21) You must develop an error free reporting system
- 22) You must constantly strive to minimum taxes but within the law
- 23) You must diversify into the areas that compliment and supplement your existing business
- 24) You must find something worthwhile to do with your money
- 25) You must sell your company only when you are no longer excited by it

Have a professional looking logo.

Grow the value of your clients business. Help them make more profit as a result of doing business with you. Teach them how to profit by using your products/services.

Steps in Marketing:

- 1) Market Research
- 2) List vendors
- 3) Sell
- 4) Deliver Product
- 5) Post sale follow up

Without integrity no business can have successful word of mouth.

Chapter 5 – Motivational Marketing

Philosophies of Success:

- Have a definite major purpose
- Have a burning desire to achieve it
- You are what you think you are – develop a high self image
- Know exactly what you want
- Your thoughts control your actions – develop positive thinking
- Every failure carries the seed of a greater benefit
- Integrate your marketing into the blueprint of your future
- Persistence is insurance against failure

Chapter 6 – USP

Types of USP

- *Broad Choice* – We have 168 different widgets in no less than 12 different sizes and 10 desirable colours, in price ranges from \$6 to \$600
- *Low Prices* - \$8500 Honda for \$5950 plus a modest charge for the stereo
- *High Quality or Exclusivity* – 900 hundred stay in Europe, 300 to Japan & 100 to Australia. Of the 150 that come to the USA each year we have 18 of them!!
- *Better Service* - Most computer companies sell you a computer, then walk away, leaving you with a high-tech paperweight. We give you on-site training plus a Saturday session for all your staff. We also double the warranty.
- *Convenience*
- *Fast Service*
- *Comprehensive guarantee*
- *Advice & Assistance*

Address a USP that fills a void in the marketplace but make sure you can fulfil what you promise.

Focus on one niche. Your entire enterprise must be congruent with it. Your USP must be clear and to the point and be in all of your marketing.

Chapter 7 – Direct Response

Make sure that part of your operation is collecting client details such as name, address, email, frequency of purchase, etc

Follow up a direct mail piece with telemarketing.

Criteria for undertaking telemarketing:

- 1) What goals have you established in writing for your business?
- 2) Can you blend the telephone into your present operation to reach these goals?
- 3) Do you have phone experience or sales skills that would lend itself to telemarketing?
- 4) Do you have the time or personnel to create and implement a telemarketing program? Can you recruit, train, motivate and supervise?
- 5) What type of equipment will you use? How many phone lines? What are the costs? Do they make good economic sense?
- 6) Are your prospects or customers available to the phone during work hours? Are they at home or work? Do you have phone lists? Can you get them?
- 7) How long will your telemarketing campaign run? Will it be permanent? Can you maintain this sales force and enhance your profits?
- 8) Should you have all this done outside your place of business? Should you contract with a telemarketing service? If so, ask the telemarketing firm the same questions you just asked yourself. Ask about experience, skills, schedule and equipment. Ask who will write the script. Find out if they have knowledge about your business, profession or industry. If you elect to go this route, ask the telemarketing firm for previous and current client companies. Check with them and find out what their results have been

If you decide to do it on your own, here are some pointers:

- 1) In telephone sales, you don't have the advantage of body language so tone of voice and rate of speech are critical. A good personality, the ability to build confidence, and to be in charge and to work towards a close are necessary for phone sales.
- 2) You must get through to the right person — the one who makes the buying decision. Expect to be confronted and rejected by many secretaries.
- 3) Listen to what the other person is saying. Then respond to his or her needs accordingly.
- 4) Answer questions by asking questions: "If I understand you correctly, you would

be interested if... Is that correct?" Or, "If I could provide this service for you at a price below market with no risk on your part, is there any reason why we couldn't do business?"

- 5) Read back information. Don't assume the person you're talking to understands. Keep asking, "Am I making myself clear?"... "Does this make sense to you?"... "Don't you agree?"
- 6) Don't try to sell anything that's too technical or complicated over the telephone. Keep it simple.
- 7) Ask for action. Offer a choice between two alternatives. Anticipate objections. Make it easy to say "yes" and difficult to say "no." Use post purchase reassurance as soon as you have sold the client.
- 8) Follow up a telephone purchasing commitment in writing. Verbal commitments are easily forgotten.

Chapter 8 – Writing

When writing copy keep the following in mind:

- 1) Write about people, things & facts
- 2) Write as you talk
- 3) Use contractions.
- 4) Use the first person.
- 5) Quote what was said.
- 6) Quote what was written.
- 7) Put yourself in the reader's place.
- 8) Don't hurt the reader's feelings.
- 9) Forestall misunderstandings.
- 10) Don't be too brief.
- 11) Plan a beginning, middle and end.
- 12) Go from the rule to the exception, from the familiar to the new.
- 13) Use short names and abbreviations.
- 14) Use pronouns rather than repeating nouns.
- 15) Use verbs rather than nouns.
- 16) Use the active voice and a personal subject.
- 17) Use small, round figures.
- 18) Specify. Use illustrations, cases, examples.
- 19) Start a new sentence for each new idea.
- 20) Keep your sentences short.
- 21) Keep your paragraphs short.
- 22) Use direct questions.

- 23) Underline for emphasis.
- 24) Use parentheses for casual mention.
- 25) Make your writing interesting to look at

Chapter 9 – Advertising

- Advertising is salesmanship in print
- People care most about what is going to benefit them
- They want to know that you are qualified to help them
- Only do Direct Response Advertising
- Be always testing including layout & illustration
- Use different coupon numbers, telephone numbers, different department, ask prospect where they heard of you, etc to track tests.
- Test small first
- Telegraph your advertising message to your primary targets. Be specific.
- Lead your client to buy
- Let them try the product first
- Personalise where possible
- Avoid diminishing the value of your product
- Don' brag just facts
- Say it first – pre-emptive marketing
- Tell a story
- Use testimonials
- Tell the truth
- The ad should be a complete sales pitch
- Sell the end result
- Make the dominant benefit the headline

Twenty Four Ways to increase the selling power of your ad.

- 1) Use Present Tense. Second Person
- 2) Keep hammering at the reader with — you — you — you.
- 3) Practically all mail order advertisers use three or more subheads in every full-page advertisement.
 - They tell your story in brief form to glancers.
 - They get copy read that might otherwise not be read.
- 4) Captions get high readership because they add to the interest of the illustrations and help to explain their meaning.

- 5) The most important job of an advertisement is to center all the attention on the merchandise and none on the technique of presenting it.
- 6) Use short simple words to express your meaning. Educated readers understand short words just as well as long words and the masses understand short words much better.
- 7) Your advertisement should be arranged so that the free information comes first and the sales talk second. If the sales talk is placed first, the reader may never reach the free information section.
- 8) Style copy consists mainly of unsupported claims, whereas selling copy supports its claims with proof.
- 9) Arouse Curiosity
- 10) All advertisement that gives away its secret in advance is like a magician who shows the audience the secret of his tricks before he performs them.
- 11) The statement that "97,482 people have bought one of these appliances" is stronger than the statement "Nearly 100,000 of these appliances have been sold."
- 12) Use Long Copy
- 13) Advertisers who can trace the direct sales results from their ads use long copy because it pulls better than short copy.
- 14) Write More Copy Than Is Necessary to Fill the Space
 - We find that copy improves in quality when we cut it. That doesn't mean that we favor short copy. It means that the copywriter should write more copy than is necessary to fill a given space and then boil it down.
- 15) Avoid Helping Your Competitors An advertisement for a TV set that describes in general terms the enjoyment of television helps to sell not only your own TV sets, but your competitor's sets as well. Your advertising will help your sales more if you sell your particular TV set, its tone, its picture quality, its power or some other special feature.
- 16) Rules of mail order advertising apply with equal force to direct mail. Rules for headlines, first paragraphs, use of subheads, length of copy, type of copy, etc., all may be applied to direct mail.
- 17) In some cases understatement copy has shown greater pulling power than the other kind. Do not weaken your entire advertisement by giving the impression that you are trying to make your proposition sound better than it really is.
- 18) Avoid Trick Slogans
- 19) Avoid slogans and catchlines that are obviously untrue.
- 20) Get Help From Others It is helpful to take an advertisement or a headline you have just written and show it to someone else and get his opinion.
- 21) Do Not Say That a Salesman Will Call Some advertisers offer a free booklet in their advertising in order to get the names and addresses of people interested in

the product. After the free booklet has been mailed, a salesman calls on the prospect. If this is your plan of action, do not mention in the advertising that a salesman will call. To do so will cut down your coupon returns at least 75 per cent.

22) Study the Selling Copy in Mail Order Catalogues The next time you are puzzled as to how to sell some product study a mail order catalogue and see how the mail order people approach the subject. In the large mail order catalogues you will find excellent sales talks for almost every product you can think of.

23) Make Every Advertisement a Complete Sales Talk Write every advertisement as if it were the first and the last word to be said on the subject. Bring in every important sales argument.

24) Urge The Reader to Act Every mail order advertisement ends with a strong urge to "Act Now."

The only photos that should be used are photos of the focus of interest. Avoid human faces photos. Always have a caption.

More Tips:

- 1) A display subhead of two or three lines, between your headline and your body copy, will heighten the reader's appetite for the feast to come.
- 2) If you start your body copy with a large initial letter, you will increase readership by an average of 13 per cent.
- 3) Keep your opening paragraph down to a maximum of eleven words. A long first paragraph frightens readers away. All your paragraphs should be as short as possible; long paragraphs are fatiguing.
- 4) After two or three inches of copy, insert your first cross-head and thereafter pepper cross-heads throughout. They keep the reader marching forward. Make some of them interrogative, to excite curiosity in the next run of copy. An ingenious sequence of boldly displayed cross-heads can deliver the substance of your entire pitch to glancers who are too lazy to wade through the text.
- 5) Set your copy in columns not more than forty characters wide. Most people acquire their reading habits from newspapers, which use columns of about twenty-six characters. The wider the measure, the fewer the readers.
- 6) Type smaller than 9-point is difficult for most people to read.
- 7) Serif type is easier to read than sans serif type.
- 8) When I was a boy it was fashionable to make copywriters square up every paragraph. Since then it has been discovered that "widows" increase readership, except at the bottom of a column, where they make it too easy for the reader to quit.
- 9) Break up the monotony of long copy by setting key paragraphs in boldface or italic.

- 10) Insert illustrations from time to time.
- 11) Help the reader into your paragraphs with arrowheads, bullets, asterisks and marginal marks.
- 12) If you have a lot of unrelated facts to recite, don't try to relate them with cumbersome connectives; simply number them, as I am doing here.
- 13) Never set your copy in reverse (white type on a black background) and never set it over a gray or colored tint. The old school of art directors believed that these devices forced people to read the copy; we now know that they make reading physically impossible.
- 14) If you use leading between paragraphs, you increase readership by an average of 12 percent.

Chapter 10 – Converting Prospects

Make it easy to do business with you. Use risk reversal. Keep in regular contact with educating messages. Offer bonuses and package deals.

General system:

- 1) A mechanism to get audience to respond such as print ad, direct mail piece, trade shows, etc
- 2) A device for quick response to audience eg, brochure, letter, sample etc
- 3) A follow up call
- 4) A record of the inquiry noting source and interest.

Techniques That Help Get The Order

- 1) Offer credit terms. It is often the case that customers will buy more if they can buy on credit.
- 2) Introduce a trade-up offer. A company might offer, for example, that for an additional \$35, the customer can get a typewriter that can also be used as a computer printer.
- 3) Increase the assortment. For example, a customer may order a four-can gift pack of roasted almonds. You might point out the advantages of purchasing the "executive gift pack" which includes not only roasted almonds, but also cheese, barbecue, and hickory almonds for only \$6.00 more (adding that it's gift-wrapped and shipped at no additional charge).

- 4) Offer special packaging. This might include holiday, birthday, or other special-event gift wrapping, or unique, reusable boxes.
- 5) Present a compatible item. After a sale is made on prescription sunglasses, for instance, try to sell the customer a second pair of glasses at a discount.
- 6) Offer an extension. New-car dealers and home-appliance retailers, for example, offer extended warranties or extended service contracts.
- 7) Make selective price increases. You might try raising prices of hard-to-get or hard-to-find products.
- 8) Increase minimum-order requirements. If you're a business-to-business office supply marketer, try increasing the minimum purchase requirements on selected products.
- 9) Offer bulk discounts. Some of your customers will respond to bulk purchases if they get price break from you.
- 10) Offer a premium on specific purchases. For some customers, a free gift will convince them to buy from you. For example, you could give the customer a free can of auto polish when he or she purchases an electric buffer.
- 11) Introduce "bundle" deals. Computer marketers have increased sales by "bundled" offers — e.g., offering a computer, a printer, software, and paper at a lower price than what the total cost of the separate items would be.

Validate the market before you invest.

Try Tax-Problem Promotions.

Try Market-Test Promotions with set stipulations such as only for first time buyers, no bonus gifts, etc.

Offer shameless bribes.

Post-Purchase Reassurance

It doesn't do you any good to convert a prospect into a customer if they don't follow through with payment or decide to return the merchandise.

Post-Purchase Reassurance is the simple process of reselling your product your service and your company to the customer — reassuring the purchaser that he or she made a shrewd buy. By doing that for your customer:

- 1) You allay any "post-purchase dissonance" (buyer's remorse) that may be festering in the mind of your customer, his/her family or associates.
- 2) You dramatically reduce — and perhaps eliminate — the refunds, exchanges or

costly service expenses that disenchantment always produces.

- 3) You make the customer more receptive to your next offer.
- 4) You develop a closer relationship with your customers and satisfy their cravings to be acknowledged.
- 5) You give yourself an opportunity to recommend a buying strategy that includes continuous repurchasing.
- 6) You get the chance to immediately "upsell" the customer to some more expensive product or service that you make available exclusively to them at a preferential price, terms, etc. — if they buy it within, let's say, thirty days of the original purchase. If you do it right, about 25% to 35% of all original customers will respond, and the added profit will be considerable.
- 7) You can solicit a customer's sales referral.
- 8) You can often turn the initial sale into a renewable annual contract by adding more products or services at a discount.
- 9) You can explain the use of the product so it will be used more often and reordered sooner."

Chapter 11 – Direct Mail Marketing

4 Types of Direct Mail Promotion

- 1) Direct Sales
- 2) Lead Generating
- 3) Third Party Endorsement
- 4) Database Marketing

The Headline should appeal to the 4 Human Needs:

- 1) Reincarnation - youth
- 2) Recognition - status
- 3) Romance - attractiveness
- 4) Reward – wealth

Put technical info in your brochure with testimonials and guarantee.

Brochure Headlines:

- Here is a quick review of reasons you should take advantage of the offer
- Here are the reasons we are enthusiastic about or special offer
- Some important facts you should know about
- Here are the reason X will benefit you

Give incentives to order early.

Chapter 12 – Telemarketing

Criteria for telemarketing:

- 1) Should be a high priced option
- 2) There should be enough mark up to pay telemarketers a good commission
- 3) After all expenses there should be a hefty profit left.

Mail before you call.

Screen the telemarketers with an intelligence test. Keep them on the phone and monitor what they say.

Chapter 13 – Marketing help from your vendors

Offer them 100% of the front end profits to run your campaign. You need to have a good backend to make this work.

Offer exclusivity. This allows you to spend more on your marketing.

Example is the List Broker and offering him 100% of the front end for every converted lead you get from him.

Chapter 14 – Public Relations

A press release should consist of a pitch letter, biography and press clippings about you and your product.

A News Release should:

- Not be double space
- Not contain typos
- Use a professional printer
- Be on white paper with black ink
- Contain a dateline
- A contact source
- A letterhead
- Most important info at the top
- Just give the facts

Chapter 15 – Creating a Sales Force

Your focus should be on a problem solving approach.

Eleven Top-Notch Suggestions To Improve Your Listening Skills

- 1) Let your customers tell their stories first.
- 2) Remember that you can't listen and talk at the same time.
- 3) Listen for psychological needs. These are needs other than what the prospect may mention.
- 4) Listen for the main ideas. What is central to the prospect?
- 5) Don't lose concentration and miss the speaker's main message.
- 6) Take brief notes regarding important data.
- 7) React to the message — not the person. Don't allow your mental impressions of the speaker to influence your reaction.
- 8) Listen selectively. Listen in such a way that you can uncover hidden messages.
- 9) Relax. When the prospect speaks, try to put them at ease.
- 10) Don't criticize your customer's point of view.
- 11) Listen attentively and ask good questions.

Chapter 16 – Barter

This enables you to acquire items without spending any money or a fraction of what you would otherwise. You must first determine what your barter leverage is first.

Example is the restaurant with the auto dealer.

Chapter 17 – Marketing for professionals

Run ads that address a specific problem and offer a free report.

Send clients monthly newsletters.

Use seminars to attract clients. Record them and include them as part of the free report offer.

Write columns for trade magazines or local papers.

MORE NERD REPORTS AND RESOURCES

“Possibly The Best Business Building Seminar of The Decade” – Learn What We Learned At Chet Holmes and Anthony Robbins Ultimate Business Mastery..[CLICK HERE](#)

Learn The Renegade Millionaire Secrets Dan Kennedy Shared at This FAMOUS Seminar - [Detail Inside](#)

Master The Skill of Networking and Connecting from The Nerd’s Report on Eben Pagan’s Connected Program – [Get Connected Here!](#)

Learn The 33 Strategies The Guru’s Don’t Want You To Know - [Get it NOW](#)

Master the Skill of Launching Profitable Products Easily – Ultra Product Launch Mentoring Program - [\\$499 Program for Just \\$27](#)

The One Skill That May SAVE YOUR ASS when the Economy Implodes....Get Dan Kennedy’s Direct Marketing Secrets in this Report [NOW](#)

Now more than EVER Building a Steel Wall around your customers is a MUST! – [Get The Tribal Marketing Report Now](#)

The Productivity Seminar of The Decade – Eben Pagan’s Wake Up Productive Report is [HERE](#)

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