

***Business Owners, Managers and Professionals:  
Stop worrying about the economy and start profiting from it***

# **Las Vegas Marketing Genius Reveals How You Can Overwhelm Your Competition With A New Secret Unfair Advantage**

***New Package of Insider's Marketing Secrets Now Available To Select Few***

If you're the kind of adventurous, entrepreneurial individual who stepped out, took a risk and invested in your own business or professional practice, then the following message is going to be extremely valuable to you. It applies equally to retailers, service businesses, repair shops, restaurateurs, caterers, entertainers, doctors, dentists, therapists, lawyers, accountants, stock brokers, investment advisors, insurance sales, Realtors, contractors, printers, designers, decorators and any other business you can name.

***In fact this important message applies to anyone in the pursuit of income and profits.*** The realities of today's economy make it harder than ever to produce the kinds of quick, easy profits that could be generated in the past by just starting your own company or hanging out your shingle.

The massive layoffs that we hear reported on the news each day have forced more and more displaced workers to start their own businesses in a desperate bid for financial survival. Competition for the available dollars to buy your goods and services has become fierce, with deep discounts on just about everything becoming a fact of modern life.

Increased taxes and oppressive government regulations have contributed to the squeeze on your profits. Finding and keeping good, stable employees has become a nightmare for most business operators. Add to all of this the fact that today's consumers are constantly changing, forcing you to feverishly try to keep up with what they want, how they are buying and what will get your message through to them. Most of you turn to advertising agencies or to the advertising sales reps from your local media hoping for knowledgeable guidance to increased profits. ***The alarming fact is that...***

## **ADVERTISING AGENCIES AND AD SALES REPS ARE HAZARDOUS TO YOUR WEALTH**

The glaring, unvarnished truth is that advertising agencies are interested in two primary objectives and neither of them benefit you, the advertiser who is usually desperately seeking unique, winning ways to increase your profits.

First, they are intensely focused on winning creative awards so that their offices, reception areas and conference rooms reek of the glamour of their creative excellence and the recognition that their industry bestows on them for their skill at being cute. This, they theorize, will make them look good enough to the next sucker client that comes along to get hired by them. Unfortunately it usually works because most potential clients don't know that ***creativity in an artistic sense rarely equals results in a bank account filling-profit producing sense.***

Second, they of course are interested in charging large up front fees for this creative work plus emptying your bank account for as much ad space as they can get you to buy so that they can boost their 15% commission as high as possible. This latter factor they share with advertising sales reps who are also extremely dedicated to getting you parted from as much of your hard earned cash as possible so they can get a bigger paycheck and win the latest sales contest.

The true masters of direct response advertising, multimillionaire legends like Jay Abraham, Gary Halbert, Ted Nicholas, Joe Sugarman, Dan Kennedy, Bill Myers and even the Antin Brothers all agree that hiring an advertising agency to promote your product or service is like signing a death warrant for your checking account. Gary Halbert, the man who is probably responsible for the placement of more space advertising than anyone else has even gone so far as to say that ***"There is more incompetence per capita in the marketing industry than anywhere else except psychiatry."***

**You** are the very best person possible to communicate passionately what your business or service has to offer to your prospects. To do that successfully you just need the proper insights into doing it in the most cost efficient, masterful, ***massively profit producing way possible.***

That's the exciting purpose of this special communication to you. To show you the way to accomplish more for the profitability of your business or practice yourself, than anyone has likely ever been able to do before. You are about to learn exactly how you can do that, so please invest the next few minutes reading what is being presented to you here.

If you're ready to take charge of your bottom line and are willing to do the easy things it takes to see it amazingly double, triple, even quadruple or more in just the next few months, ***turn over to the next page now to find out...***

# How To Get The Secret Unfair Advantage

*If you own a Small Business or Professional Practice (or are planning to start one), here's how to get the unfair advantage you need to win and keep new customers and successfully compete with any other similar business in any marketplace*

While so many other businesses or practices are wringing their hands over the 'economic-slowdown', a select few have discovered a coveted way to continue to make exceptionally good money, even in these tough economic times. Their secret?

## **Knowing How to Develop Good Relationships with Their Customers, Suppliers and Business Contacts.**

While this may sound like just *good common sense*, most small business owners just don't have the time or the know-how to write the continual stream of **effective direct mail letters, press releases, classified and display ads, post cards, TV commercials, advertising response packs**, and other materials that developing a good relationship demands. And that's a shame, because . . .

It's through these effectively crafted letters, ads, press releases and general correspondence that a small business or practice can establish itself with customers, and **successfully compete with and overwhelm virtually any size competitive business** in almost any marketplace, *no matter what product or service is being sold.*

## **Your Unfair Advantage**

No matter what kind of business or practice you run, you can get *the unfair advantage* of having a carefully selected reference library of ready-to-use **pre-written** direct mail letters, ads, press releases, and other materials you can use to make your business or practice stand head and shoulders above the rest of the crowd.

**The Unfair Advantage Letter Book** is filled with the kind of customer letters, classified and display ads, press releases, direct mail offers, and even TV commercial scripts you are looking for. All were expertly developed and have been tested to be successful for businesses and practices just like yours.

Having this remarkable resource is like owning **the Goose that laid the Golden Egg**. Anytime you need a direct mail letter, an ad, a rate sheet, or even day-to-day correspondence, you can look in your copy of **The Unfair Advantage Letter Book** and find what you need. It's like having an expert right there in your office with you to help you get the job done. You don't spend time reinventing the wheel. And that's *your* unfair advantage.

Imagine having at your fingertips **over 190 pages of examples of direct mail and advertising copy that really work**. Some of the incredible jewels you'll find in this book include . . .

- **A letter that sold over \$25,000 in products** in the first 30 days it was mailed. And over \$50,000 in 60 days. Plus the two 'follow up' letters that went on to generate a further \$50,000 **from the same list**.
- Published **press releases** that have generated (*and still are generating*) thousands of dollars in free publicity for small businesses and professional practices just like yours.
- A **newsletter format** proven to attract customers for almost any type of service business. (*Customize this one with your company letterhead and you'll be amazed at how much business it can bring your way.*)
- Several different **display ads**, ranging in size from a 1/9, 1/6, 1/4, 1/3 to a full page. You don't have to be a professional advertising agency to create dynamite sales copy that works . . . Just modify these tested ads to fit your product.
- A letter used to get **FREE products** from manufacturers for evaluation purposes. **This one really works.**
- Several **full page ads** designed to run in low cost weeklies. Each of these ads cost less than \$300 to run, but generated thousands of dollars in sales. You can use one of these as a template for your next ad.
- Three different **response packs** used to convert cold customer inquiries into sales. Each of these includes an order form and the special return envelope.
- **Day-to-day correspondence letters**. Invaluable tools for the mechanics of running your business. Includes: Delayed shipment letter, refund letters, credit denial letters, renewal letters, thank you notes, etc.
- An entire section on letters used to promote, schedule, and conduct **seminars**. (*Putting together your own seminar can be quite profitable.*)
- A full page ad used to **sell a \$100,000 home in 7 days**. Use a version of this ad to sell your home, even in a depressed market.
- Plus over 30 standard letters you'll find tremendously valuable in the day-to-day operation of your business or practice.

You'll find all this and a lot more. Plus you'll get the author's notes on how to get the most out of each letter, with tips on layout and design. **'This is one of those real treasures that no small business or practice should be without.'** A \$99.95 Value.

## SPECIAL BONUS #1

With your order you'll receive a **FREE VIDEO TAPE, Successful Direct Marketing in a DeceSSIONARY Economy**. This remarkable one hour video shows you the secrets to running and maximizing a successful business or practice in our turbulent economic times. It features phenomenally successful Direct Marketing MasterMinds Bill and Karen Myers showing you how to **position your business and your products or services to make the most of the economic changes** taking place in your world today.

You'll get a great overview of the Trends of the 90's as written about by Faith Popcorn in The Popcorn Report, one of today's most quoted and respected business trend forecasting books. You'll be enlightened about the important trends of **Cocooning, Burrowing and Cashing Out** that are sweeping the nation and how you can profit from them. You'll learn how to **target the new consumers** (*the ones that are spending the most money*), what motivates them, what they want to buy, how to reach them, and how to write ads they will respond to. This may well be **the ultimate guide to surviving and prospering during these hard economic times**.

**WARNING!** Viewing this tape will change the way you look at your business and at the future. **A \$60 value FREE.**

## SPECIAL BONUS #2

You'll also receive your own copy of the best selling (*over 250,000 copies so far*) book by Alan and Brad Antin, **Secrets From The Lost Art Of Common Sense Marketing**. The Antin brothers have owned and operated many successful businesses including companies in manufacturing, wholesale distribution, retail sales, service, and mail order. Even though they've generated millions of dollars in sales and profits from all of their companies, they have found that, regardless of the type of business they were in at the time, they always enjoyed doing the marketing the most. Their marketing expertise has produced incredible results and they've documented these powerful marketing principles in a way that anyone can use them to duplicate their stunning successes.

**Some Of The Important Secrets Revealed Inside This Bestselling \$15.00 Book. . .**

- Where to find the best consultants in the world, and *how to get their advice for FREE*
- How a straight talking S.O.B. can literally flood you with new customers
- How to determine the perfect time to change your advertising
- A fail-safe way to tell if your price is too high... *or even worse, too low*
- How to turn a \$15 sale into a *\$1,000 profit*
- The real secret of getting people to believe everything you tell them
- How to know which of your ads "bring home the bacon," and which are wasted "fat"
- A super simple technique to eliminate "buyers remorse", reduce exchanges and refunds, *and increase gross sales at the same time*
- What causes 66 % of your ex-customers to become ex-customers - *and what you can do to stop it*

Multimillionaire Ted Nicholas, founder of Enterprise Publishing and best selling author of **How To Form Your Own Corporation Without A Lawyer For Under \$75** says **"If you own, run, or have anything to do with a business, you simply must read this book."**

## SPECIAL BONUS #3

A **FREE 3 month trial subscription worth \$50.00** to Alan and Brad Antin's well respected marketing newsletter, **"The Antin Marketing Letter - Secrets From The Lost Art Of Common Sense Marketing."** Here are just a few of the **How To's** you'll learn...

- Grab even bigger chunks of market share from your competitors, *and keep these new customers for life*
- Write ads and sales letters that practically force your prospects to buy from you *in large quantities*
- Make a fortune by actually *giving* your products away (*And have people clamoring to do business with you.*)
- Mail a post card or letter to every single potential customer in your area -- **ABSOLUTELY FREE**
- Turn marginal promotions into winners and winning promotions into grand slam home runs
- Use cheap classified ads to attract new customers like bears are attracted to honey
- Use a simple method that forces your prospect to open **AND READ** your sales letter
- Turn your dead inventory into cash almost overnight (*Then leverage that cash to even greater profits through new promotions.*)
- Apply principles *that not one in a hundred ad agencies know*, to craft an ad that will pull in piles of money and new customers
- Place an ad in almost any newspaper or magazine for a fraction of what most people pay, *sometimes with no up-front cost at all*
- Use a **super secret** technique for yellow page advertising that *almost guarantees* the prospect will call you instead of your competitors
- Create powerful, valuable bonus products *that cost you next to nothing*, but that your customers would pay dearly for
- **"Train"** your customers to buy more from you *and to buy more often*
- Profit from prospects that don't even buy from you (*This technique alone can sometimes double your profitability.*)
- Use little premiums to upsell almost any customer
- Use *"teaser"* copy properly to boost direct mail response. Do it wrong, and your mail ends up in the dumpster

## SPECIAL BONUS #4

**4 FREE Hours** of Premium Long Distance Service plus information on how to drastically reduce your long distance bill, *no matter what long distance carrier you are now using*. **A \$50.00 Value - FREE! Turn this page over now to discover for yourself...**

## THE INCREDIBLE LOW PACKAGE PRICE

Purchased individually with tax and shipping, all the items in The Secret Unfair Advantage Package would add up to \$300.00. Because we want to introduce a select few local business people and professionals like you to the awesome power of these *MasterMind Marketing Strategies*, we've arranged for you to get your own set of all of these powerful materials for **only \$99.95** plus tax and shipping. That's an incredible package savings of nearly \$200.00 *if you act quickly*. As an extra special bonus, if you order within 11 days, you'll receive the following 3 additional reports worth an extra \$15.00 to help you enhance your business absolutely **FREE**. These reports are entitled **Survival Tips For Small Businesses**, **How To Get Free Radio Advertising** and **How To Achieve Excellence In Sales**, all of which are yours to keep and use even if you take us up on the following risk free guarantee.

## YOUR BETTER THAN RISK FREE GUARANTEE

Order your copy of The Secret Unfair Advantage Package today and study it carefully. If you feel that it's not everything we've said it is, simply return it to us undamaged for a **full refund** of your purchase price. You'll even get to keep the **FREE** 3 month trial subscription to the Antin Marketing Newsletter plus the 4 hours of **FREE** Long Distance Service as our way of saying thank you for taking the time to look it over. *That's a \$100.00 Value FREE Bonus just for looking this package over.*

## WE'LL EVEN DOUBLE YOUR MONEY BACK GUARANTEE

Order your copy of The Secret Unfair Advantage Package today, study it carefully and apply the methods that will be revealed in it to your business or practice. If you can prove that the methods don't work and are dissatisfied with the package, return it undamaged with proof that the methods don't work and we'll send you back a check for **double** your purchase price. Not only that, even if you do return it you'll *still* get to keep the \$100.00 Value Bonus of the **FREE** 3 month trial subscription to the Antin Marketing Newsletter plus the 4 hours of **FREE** Long Distance Service for your sincere efforts.

## ORDER RIGHT NOW BEFORE THIS AMAZING OFFER IS WITHDRAWN

Incredible offers like this don't come along every day. Because of the sensitive nature of some of the information contained in them, we can only offer a limited supply of these Secret Unfair Advantage Packages to selected local business people and professionals like you. If you don't act quickly and find that they are all gone, we'll sadly have to return your check or charge card order uncashed. You'll miss out on this golden opportunity to gain inside information that *you could have used to double, triple, even quadruple your profits or more.*

Because you have absolutely nothing to lose and everything to gain, **place your order right now**. Decide now to take action to overwhelm your competition, delight your customers and position your suppliers right where you want them. The more you study this valuable insider information, the more you'll discover easy ways to leverage your business or practice to dramatic new growth and profitability because these methods are proven to work and they will work for you too. **We absolutely guarantee it.**

For fastest delivery, call your order in to 702-363-7221 today. Or mail just \$99.95 plus \$7.00 sales tax plus \$5.00 shipping and handling for a total of only \$111.95 with your order today to Fusion Marketing Ltd., 8524 W. Sahara Avenue, Suite 236, The Lakes, NV 89117-1820. All qualified orders will be filled and shipped the same day they are received. **COD orders are welcomed too. All COD and Cash, Check or Money Order Prepaid Orders qualify for an additional \$5.00 discount. Order today.**

## Fusion Marketing Ltd.

8524 W. Sahara Avenue • Suite 236 • The Lakes, NV 89117-1820 • 702.363.7221 • 363.2046(fax)

Ref. ID ( )

### **YES! Count me in!**

I can't imagine letting myself miss out on such an incredible deal that is guaranteed to increase my profitability or double my money back. Plus all those **FREE BONUSES!** I can't possibly lose with a deal like this. **Please, RUSH me my copy of The Secret Unfair Advantage Package today if it's not too late. I've enclosed the \$99.95 purchase price plus \$7.00 sales tax plus \$5.00 shipping and handling for a total of \$111.95. I understand you'll return my order and payment if I didn't act quickly enough.**

**YES! I'm ordering within 11 days. Send me the bonus reports you promised.**

Check-\$5 off  COD-\$5 off  MasterCard  VISA

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