

Дэн Кеннеди
Жесткий директ-маркетинг. Заставьте покупателя достать
бумажник

Дэн Кеннеди

ЖЕСТКИЙ ДИРЕКТ-МАРКЕТИНГ

Заставьте покупателя
достать бумажник

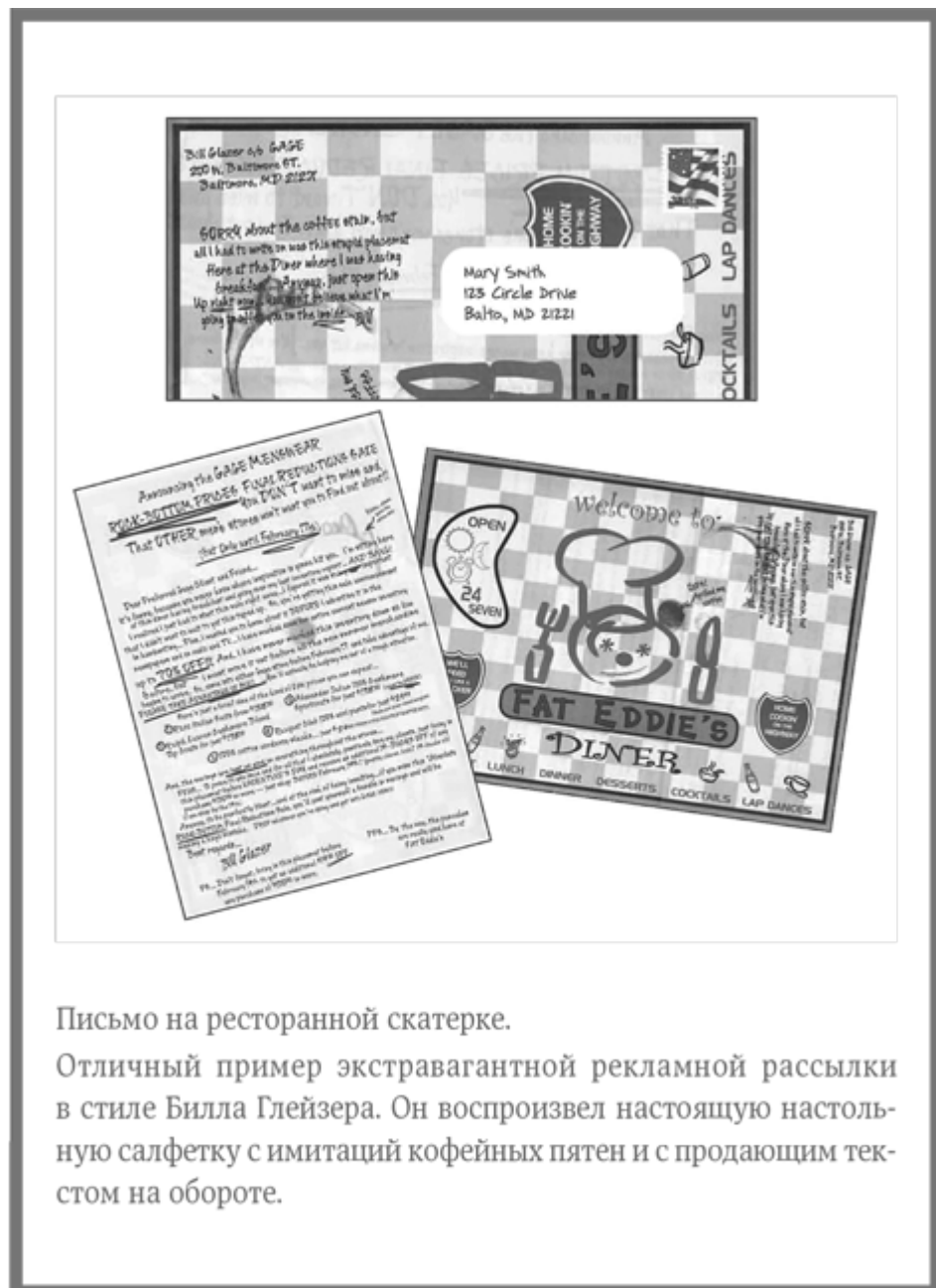
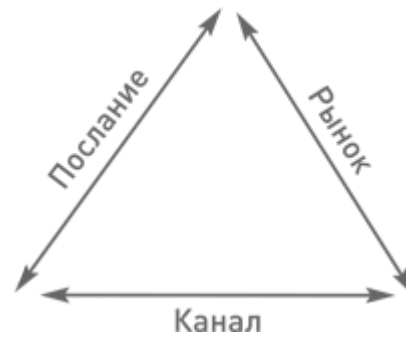


“ Дэн Кеннеди в своем репертуаре — мощная волна энергии, сильнейший мотивационный пинок, которого всегда так не хватает, и концентрированный набор эффективных приемов, которые хочется бежать внедрять, даже еще не дочитав книгу до конца. Особая фишка книги — реальный опыт учеников Дэна и их бизнес-кейсы.

Тимур Асламов,
главный редактор журнала «Управление сбытом»

”

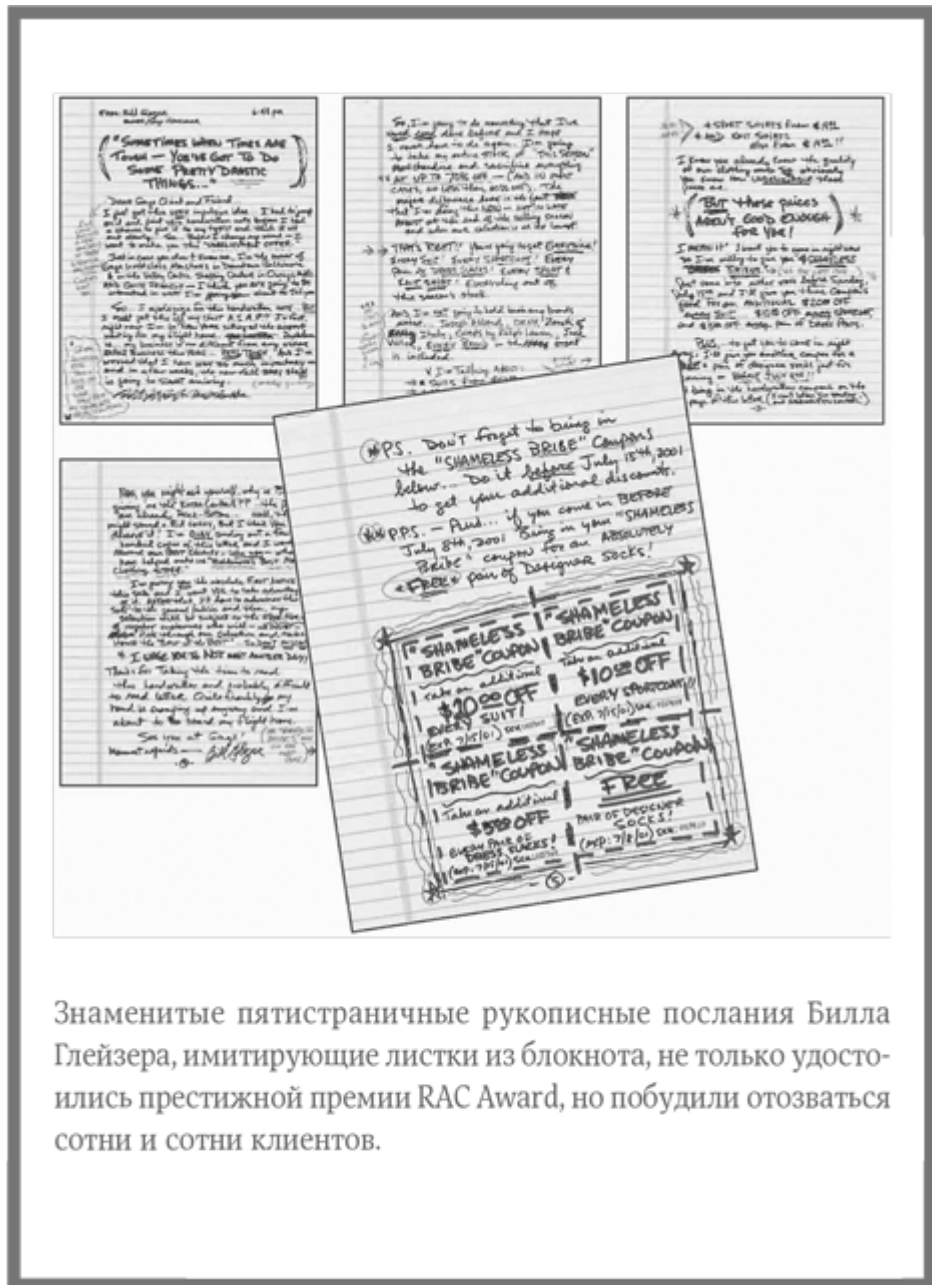




Письмо на ресторанной скатерке.

Отличный пример экстравагантной рекламной рассылки в стиле Билла Глейзера. Он воспроизвел настоящую настольную салфетку с имитацией кофейных пятен и с продающим текстом на обороте.

Рис. 8.1. Чудаковатая почтовая реклама Билла Глейзера



Знаменитые пятистраничные рукописные послания Билла Глейзера, имитирующие листки из блокнота, не только удостоились престижной премии RAC Award, но побудили отозваться сотни и сотни клиентов.

Рис. 8.2. Рукописное письмо от Билла Глейзера на пяти страницах

"\$1,000.00 In 29 Minutes* ... The Rest Of Your Tax Refund In 24 Hours* – And An IRS-Protection Accuracy Guarantee That Covers You Like A Blanket!"
PRO-TAX: Home Of The Lightning Fast Tax Refunds... Your Money In A Flash – Guaranteed!

[Refund Anticipation Loan Checks]

Dear Fast Tax Refund Seeker,

All accountants, CPA's and tax preparers are NOT the same.

Most work with every kind of taxpayer, with every kind of tax issue in the IRS tax code. However ...

At PRO-TAX, we specialize in "Instant & Next Day Tax Refund Loans" ... helping regular folks who want the biggest and fastest tax refunds back from Uncle Sam - keeping the IRS off your back at the same time!

Why does this matter to you?

Because when hard-working middle to lower income folks with families come into one of my tax offices - they don't want to wait any longer than they have to for their money ... and they don't want to wonder if they are missing any deductions or other ways to make their refund check even bigger.

That's why at PRO-TAX, we promise the Biggest & Fastest Tax Refunds Allowed By The IRS - Guaranteed!

I hear from regular folks just like you all the time ... "Just give me back ALL the money I'm supposed to get from the IRS (I don't want Uncle Sam keeping any of it) and do it FASTER than any other tax business in town!"

So that's what we do. If you want your hundreds or thousands of refund dollars back as soon as possible - PRO-TAX is the right place for you!

"Your Refund Money In Your Hands In A Flash ... GUARANTEED!"

PRO-TAX's Instant Lightning Tax Refund Loans are now available for qualified customers! Receive a \$1,000 dollar check in 29 minutes or less - Guaranteed and the rest of your refund money the next day if approved. So once we've finished preparing your tax return and you say "check and see if I qualify for an instant lightning tax refund loan" ... we'll know almost instantly if you qualify for \$1,000 bucks today ... and if so, we'll have your check in your hands faster than Domino's can deliver a pizza!

You want your money NOW ... TOMORROW ... or BOTH! This year, at PRO-TAX we can get qualified customers their money in less than 29 minutes, the next day or a combination of the two ... it'll all depend on what our bank says you qualify for -- So come on in to our office and let's find out what

kind of mini-lottery you've won this year!

No Need To Pay Us Up Front With Money You Don't Have!

If you don't have the money in your pocket to cover the cost of any of our Fast As Lightning Refund and tax services - that's OK. You can either choose the INSTANT LIGHTNING TAX REFUND LOAN (\$1,000 bucks in 29 minutes or less) or our NEXT DAY LIGHTNING REFUND LOAN product, which, if you qualify gives you your refund money the NEXT day.

[Hey, sometimes our Bank will loan you up to \$7,000 the SAME day if the IRS Service Center is running efficiently. When we transmit your file to the IRS, we'll let you know approximately how long the IRS system is taking that particular day.]

I'm not sure what PRO-TAX Lightning Refund Loan Service you might qualify for. But I DO know we can take all the fees for the service you choose and automatically take them out of your refund check SO YOU DON'T HAVE TO PAY ANY MONEY UP FRONT FOR OUR SERVICES!

This is obviously great news for you since I know money is tight this time of year. So don't worry about how you will have to pay for what you want ... concentrate on all the stuff you're gonna buy immediately once the bank has released your money so we can print you a check!

FREE \$27.00 OFF Special Discount

The enclosed Special \$27.00 OFF Discount is yours FREE and good towards any tax service PRO-TAX provides. The "catch" is you gotta file your tax return before the **deadline date** at the bottom of the coupon. **(February 26, 2005)**

Plus, for folks who want the

fastest way to get their refund check back, filing for any of our Lightning Refund Services -- an **EXTRA BONUS** is waiting for you. This year you'll get our brand new, hot off the press PRO-TAX Lightning Refund T-Shirt! (while supplies last)

What To Do Right Now!

Just call or come down to the PRO-TAX office closest to you and we'll be happy to help you file your taxes this year. Our office hours for most of the tax season are 9:00 am to 7:00 pm Mon. - Fri. and 9:00 am to 2:00 pm on Sat. (If you are coming at the end of the day, call ahead to verify how long we're open. Sometimes it will vary.)

Sincerely,



Chauncey Hutter, Jr.
President, PRO-TAX

PS: Don't take my word on it - listen to what other people are saying about PRO-TAX

"I'm a single mom. I went to PRO-TAX for a quick refund (loan). They didn't let me down. That money sure came in handy after the holidays. Thanks PRO-TAX for making my life easier!" Kathy Skaggs

"I went to PRO-TAX one night and my refund (loan) check was ready the next morning - \$3,948.00 was in my pocket in less than 20 hours!" Nathan Cate

"PRO-TAX helped me get my refund back... they went the extra mile to help me because my husband was away in the military." Tonaka & Chris Garland

"PRO-TAX has saved me lots of mental stress over the last four years. They found an extra \$1,171.00 on last year's return and called to advise me. I don't have to worry about the IRS anymore with PRO-TAX's Accuracy Guarantee!" Rebecca Dempsey

**The World's
LARGEST**

Tax Service Coupon

**turn over to back page* →

Рис. 9.1. Купонная реклама Чонси Хаттера



"I Hate the IRS" ... Why Can't They Make Filing My Taxes Easier For Once In My Life!

Dear Procrastinator,

I know you've got enough stuff going on in your life that it's a real pain to have to deal with filing your taxes right now. Your job ... your kids ... where you live ... even your car can give you unwanted problems this time of year.

And the pressure of worrying about the IRS and filing your tax return due in a few days can take its toll ... causing stress, eating at your stomach day after day. Heck, dealing with Uncle Sam can be much worse than "a pain in your gut" or a broken down car. Financial misfortune can suck the life out of all the fun things you like to do. Having that "Black Tax Cloud" over you really puts a damper on life.

Did you know Congress has passed 441 new (and very confusing) tax laws for this year alone!

Yes, filling out an ACCURATE tax return is harder than ever these days. Sure, some people will try and just "do it themselves" no matter how complicated their taxes get ... then mail the forms in to the IRS and hope for the best.

Can You Say IRS Audited?

You might consider taking a similar approach -- something like an ostrich might do ... a big bird putting its head in the sand, hoping no one will see it -- or in your case, "being a taxpayer mailing in a questionable form, hoping the IRS doesn't look at YOUR tax return" ... or worse, having one of these pesky IRS agents actually call you up for a face-to-face meeting so he can go over your tax return personally with you -- line by line. Ugh ...

Well, a friend of mine named Lisa had this happen to her ALREADY this year. The IRS agent called and asked to meet within a week to review the documentation behind 16 different line items on her families' tax return. Initially, she was scared ... but then realized, "I've got nothing to worry about."

Fast Tax Services and A "PEACE OF MIND" Accuracy Guarantee

Hi ... My name is Chauncey Hunter, Jr., President of PRO-TAX -- and my friend Lisa (in the story above) filed her taxes with us. So why does Lisa and over 25,000 other people each year trust PRO-TAX to help them deal with the IRS?

Simple. At PRO-TAX, not only do we promise to give you the Biggest and Fastest Tax Refund Allowed By Law ... we offer **GUARANTEED PEACE OF MIND** when filing your taxes with the IRS, so you can sleep like a baby this year never worrying about Uncle Sam!

Special Offer: PROCRASTINATORS ONLY!

Because I know what it's like to "procrastinate" (we all procrastinate the stuff we don't want to deal with from time to time), I want to extend a special offer for all those folks sitting here reading this fier who have NOT yet filed their taxes this year!

If you have waited until the "Last Minute" to file your taxes, chances are very good you need help dealing with the IRS this year. And at PRO-TAX, we just want to say it's OK. Just bring in all your tax info to one of our

WARNING!

Procrastinators: If You Have NOT Filed Your Taxes Yet, Read This Now!

PRO-TAX locations and if you do so by **Wednesday, April 15th**, we give you an **instant \$27.00 DISCOUNT** off **IRS 1041 80232!**

Now let me just say right now, no other professional tax firm in the area will offer you, the taxpayer who has waited until April to file their tax return, a discount. Truth be told (and I'm not going to name any names here), but some national tax franchise actually raise their tax preparation prices in April to penalize those of you who have waited to the end of tax season to file with the IRS!

So why are we at PRO-TAX giving out a special discount on any tax service?

Again, this is simple. We want to give all those folks who have been "sitting on the fence" so to speak, not sure if they should use a professional tax practitioner to help them with the IRS -- and offer them the experience of putting the "tax monkey" on our back for a change ... getting a professional to get YOU all of YOUR hard-earned money back from Uncle Sam -- in your hands where it belongs -- AND DO SO FASTER THAN ANY OTHER TAX FIRM IN THE AREA -- GUARANTEED!

9 Reasons Why You Should Crawl Back-Naked Across A Barbed-Wire Fence Just To File Your Taxes

With PRO-TAX Before The April 15th Deadline!

- 1) **PROCRASTINATOR Discount \$27.00 OFF** (any tax service)
- 2) **"Worry-Free, Peace Of Mind" ACCURACY GUARANTEE**
- 3) **Same Day Tax Preparation Services** (on most returns)
- 4) **"No-Money-Paid-Up-Front" Electronic Filing Services** (all bank products)
- 5) **CASH Rewards For Referring Your Friends**
- 6) **"No-Wait-Express-Drop-Off" Services** (48 hour turn around)
- 7) **Instant Tax Refund Loans in 29 Minutes Or Less -- Guaranteed!**
- 8) **FREE T-Shirt** (while supplies last)
- 9) **FREE Professional Online Tax Advice** (www.protax.com)

INSTANT Lightning Tax Refund Loans Available Now!!

PRO-TAX's New Instant Lightning Tax Refund Loans are now available for qualified customers! Receive a \$1,000 dollar check in 29 minutes or less -- Guaranteed and the rest of your refund money the next day, if approved. So once we've finished preparing your tax return and you say, "Check and see if I qualify for an instant tax refund loan" ... we'll know almost instantly if you qualify for \$1,000 bucks today ... if so, we'll have your check in your hands faster than Domino's can deliver a pizza!

DON'T PAY WITH HARD-EARNED MONEY UP FRONT!!

If you don't have the money in your pocket to cover the cost of any of our quick refund and tax services -- that's OK. You can either choose the INSTANT TAX REFUND LOAN (\$1,000 bucks in 29 minutes or less) or our bank's REFUND ANTICIPATION LOAN product,

which, if you qualify, gives you your refund money the NEXT day.

We don't know what Quick Refund Loan Service you might qualify for. But we DO know we can take all the fees for the service you choose and automatically take them out of your refund check -- SO YOU DON'T HAVE TO PAY ANY MONEY UP FRONT FOR OUR SERVICES!

This is obviously great news for you since I know money is tight this time of year. So don't worry about how you'll have to pay for what you want ... concentrate on deciding which of these quick money services is best for you and your needs right now and we'll take care of the rest.

What Other Happy PRO-TAX Customers Are Saying About Their Tax Filing Experience ...

PRO-TAX checked several different ways to make sure that I was benefiting and not going to be penalized in any kind of way for issues related to my ex. I can honestly say that PRO-TAX got me the most for what I was supposed to get back. Thank you.

Michelle Nelson

"For the first time in my life I was faced with an IRS audit. Thank goodness PRO-TAX prepared my taxes and were very helpful in helping me understand the "paper audit process". The manager explained everything to me and I was able to settle the audit quickly and get my money."

Rachel Kolb

"PRO-TAX has saved me lots of mental stress over the last four years. They found an extra \$1,171.00 on last year's return and called to advise me. I don't have to worry about the IRS anymore with PRO-TAX's Accuracy Guarantee!"

Rebecca Dempsey

DON'T DELAY ANYMORE! Beat The Last Minute Tax Filing Rush!

Pick up the phone and call either of our tax offices (see reverse side for phone numbers on coupon) so we can answer any questions you might have. Or, if you want to come on down now, that's fine. No appointment is necessary. We're open from 9 am to 8 pm and sometimes longer if you need to make an appointment after work.

Since 1973, we have been helping people like you sleep better after filing their taxes with Uncle Sam. This year, you can join The PRO-TAX Family, too. (Our "Last Minute Tax Filing Procrastinator" Discount Coupon is waiting to be used by YOU!) See you before Wednesday April 15th!

Sincerely,

Chauncey Hunter, Jr.
President, PRO-TAX

P.S. **FREE MONEY** For Talking? Oh, Yes! Tell your friends, neighbors and family about PRO-TAX using our "We Send You Cash" Refer-Your-Family-And-Friends Program and getting **FREE MONEY** is like a dream come true. **Getting handed CASH for Free has never been so simple.** Ask receptionist about our **NEW EXTRA \$100 Cash Bonus Offer** when you come into our office!

***Special LARGE DISCOUNT For Procrastinators--Turn This Page Over-->**

Рис. 9.2. Тревожная реклама Чонси Хаттера

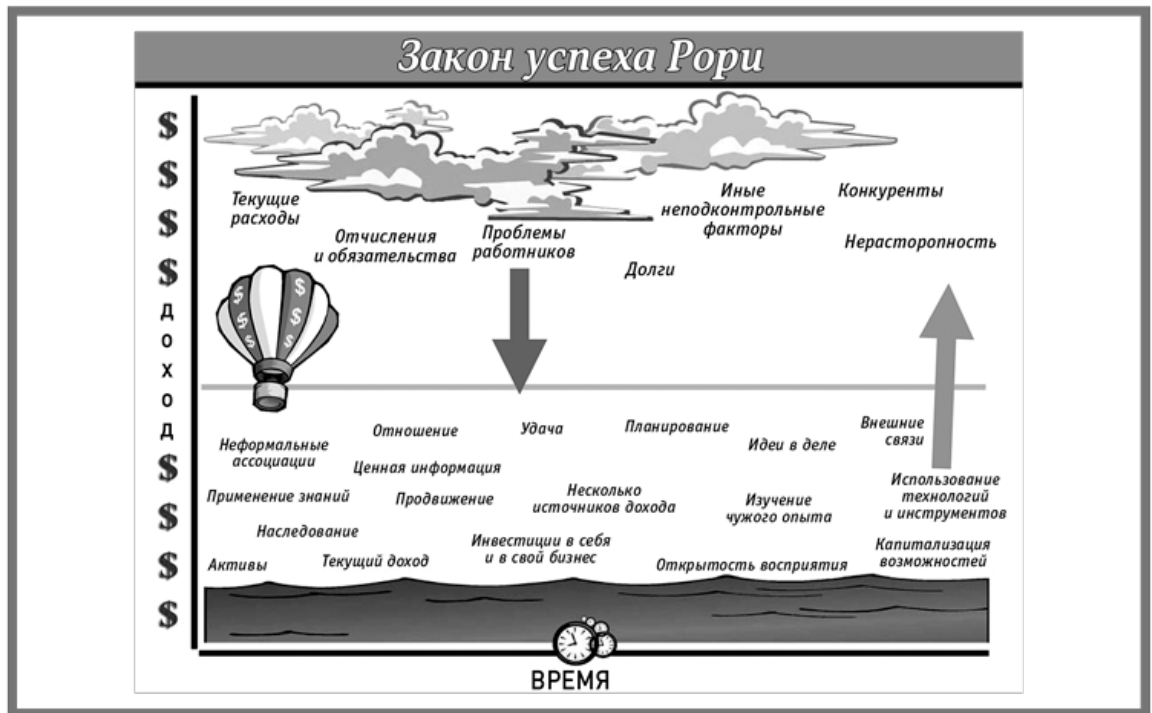


Рис. 10.1. Закон успешного ресторана Рори Фатта

Finally, The Only 100% Risk Free Money Back Guarantee In The Termite Industry... Is Here!

With my "termite tight" guarantee....

“At Last, Never Pay For Termite Treatments Again”

“I’m the owner of Chet’s Pest Control, the company with the only checklist of 57 termite inspection points. (*One that took me 35 years to perfect.*) I’m also the owner of the only Florida bug company with a powerful renewable lifetime guarantee. (Believe me, if termites could read it, they’d hightail it fast and never even think of coming back.) Even better, when you call to schedule the treatment, I’ll give you \$225.00 in FREE bonuses!”

Both of us know, one inspection or termite treatment won’t give you an gnat’s head of what you really want: a termite-free home *for the rest of your life*. (Remember, Florida has the highest termite infestation in the U.S.) That’s why I’m offering you a powerful, termite tight guarantee....

A RENEWABLE, TRANSFERRABLE THREE-PHASE GUARANTEE that lasts not just for one year, not even five, but for....a *lifetime*:

1. If, within *one* year of your first treatment, we uncover a new colony of live subterranean termites, I will re-treat your home for FREE—and refund your initial investment.
2. If, during the first *five* years of your service contract, we uncover a new colony of live subterranean termites, we will re-treat for FREE.
3. If, during the first five years and *any* year thereafter, we uncover a new colony of live subterranean termites, we will re-treat for FREE—EVEN IF YOU SELL THE HOME AND MOVE OUT! How can I afford such a huge long-term risk? Read on....

Dear Friend,

Face it. Not all pest control companies give termites and bugs an equally bad time. I’m sorry to say, the industry has problems: con-artists, disreputable dealers, and even national companies who cheat on their customers (*see page 3*). Shame on them! In the meantime, ten of thousands of destructive termites have been left undetected to party round the clock in hundreds of Florida homes....

Homes like yours. Without my unique 57-POINT TERMITE & PEST CONTROL

Рис. 15.1. Продающее письмо Чета Роуланда

Face it. Not all termite & pest control companies give termites and bugs an equally bad time. I'm sorry to say, the industry has problems: con-artists, disreputable dealers, and even national companies who cheat on their customers (*see page 3*). Shame on them! In the meantime, ten of thousands of destructive termites have been left undetected to party round the clock in hundreds of Florida homes....

Homes like yours. Without my unique 57-POINT TERMITE & PEST CONTROL INSPECTION SYSTEM, your home will just sit there exposed to the ravages of all those crawling, chewing, wood-munching critters. Before you know it, days will have tuned into weeks, then months....then years. If your current termite company hasn't done the job it said it would, you won't discover the damage until it's too late. (Last year, for example, the cost for repairing termite damage in the U.S. came in at over \$1.7 billion!)

Now you know why you can't shop termite treatment on just price alone. It doesn't make sense, neither for your pocket book nor your piece of mind. Just one overlooked infestation can result in thousands of dollars more than the so-called "savings".

One the other hand, consider this. As a home owner, think what you could say to a future buyer if your home came with a built-in *transferable* Termite Guarantee. One that lasts, not just for one, or even five years—but for a *lifetime!* I call it my.....

Renewable, Three-Phase LIFETIME Guarantee (A Guarantee Unheard Of In The Industry!)

ONE. If, within *one* year of your first treatment, we uncover a new colony of drywood termites, I will re-tent your home for FREE *and* (not "or") **REFUND YOUR MONEY.**

TWO. If, during the first *five* years of your active service contract, we uncover *live* drywood termites, we will re-tent for FREE.

THREE. If, during the five years and any year thereafter of your active service contract, we uncover *live* drywood termites, we will re-tent for FREE—EVEN IF YOU SELL THE HOME AND MOVE OUT!

Can you see how much added value that would bring to your home? Think of how you can impress a buyer with treatment and inspection records. Records going back several years. Or, if not years, then a service contract from a reliable termite company you can TRUST. A *transferable* service contract with a guarantee *unheard of in the industry.*

You want more proof? You're not sure of this "trust" idea? (Okay, I confess, I'm in a business that has earned little respect in the trust department.) Even so, you think I'm just saying all this just to get my next termite job? Well, scan your eyes over the following:

Рис. 15.2. Письмо о возврате денег и чек от Чета Роуланда



SELF-IMPROVEMENT TIPS FROM DAN KENNEDY

HOW THEY GET GOOD AT IT


Michelangelo said, "If people knew how hard I worked to get my mastery, it wouldn't seem so wonderful after all." Famous and bestselling horror novelist Stephen King has said that you can get good at just about anything if you just keep working at it. That's certainly been my experience, with success in several different careers. A few people in every field, every occupation, every sport come to it with great natural talent, but it is far more common to discover that the shining star got to his or her level of accomplishment through diligent study and work, going from a starting point of being clumsy, awkward, ignorant, slow at it to being adept, confident, smart and quick.

In the book, "The New Psycho-Cybernetics", Dr. Maxwell Maltz and I describe this as a process of going from "Once Difficult - Now Easy".

ONE HOUR A DAY

One of the early voices of self-improvement, Earl Nightingale, said you could become a world class expert in just about anything with dedicated study for an hour a day in three years or less. Try it! Pick something you really want to master, whether it's interior decorating or gourmet cooking or a business skill, whatever, situate yourself, set aside just 60 minutes a day to read, listen, watch, practice, and see how far you get, how much more accomplished you are in just the first 3 months. You'll surprise yourself!

TO YOUR HEALTH!



There's a "grape" way to stop the flu! Researchers at the Institute of Microbiology found that monomeric (a compound made from grape skins) can stop the replication of the viruses in cell cultures. The greatest effect was seen when the compound was given three hours after the virus was introduced, after six hours, too late, no effect. There are other studies indicating this same compound has anti-cancer benefits, and reduces blood clotting that leads to heart attacks and strokes. Eat some grapes, have a glass of red wine and toast to prevention!


(Source: "Alternation For The Health Conscious Individual" by Dr. David Williams, dr-davidwilliams.com)

If you're traveling, there's an over-the-counter product clinically proven to prevent and/or reduce intensity and duration of colds and flu, called AIRBORNE. It was developed by a school teacher tired of constantly catching colds from the kids. The product is a tablet that dissolves in water, juice, and has a mild orange taste.

According to a report in the Archives Of Internal Medicine (4/8/05), Omega 3 essential fatty acids may reduce the risks of cardiac death even better than the cholesterol-lowering prescription drugs called statins. Fish and fish oils are rich sources of Omega-3. *(Source: LifeExtension Magazine 8/05)*

THE TIME OF YOUR LIFE

by Dan Kennedy



For many years, I traveled on business over 100 days to 150 days a year plus vacations. These days, travel's become a lot more stressful and difficult, a lot less fun. Here are a few time-saving, hassle-reducing tips I wholeheartedly agree with from Peter Greenberg, the Today Show's travel expert and author of the book "The Travel Detective":

Take the first flight of the day. Delays accumulate all day long and clog the system.


There are only 2 kinds of bags: lost and carry-on. If going somewhere for more than a day or two, consider pre-packaging, sending almost everything by FedEx, and shipping it home the same way.

Worst times to fly: Friday afternoons and evenings, (from vacation spots) Sundays, (to business cities) Monday Mornings. Least congested: Wednesdays.

I have additional tips:

Be very cautious of deeply discounted fares bought from online brokers. While the airlines are loathe to admit it, these are costly, and if things go awry, holders of these tickets are the last people to be re-booked onto their flights.

Also, often, you are trading time and risk of delays by wised routing, to save a small sum. **Never travel without information about back-up flights in case of your cancelled or delayed.** In many cities where cab-lines can be 30 to 90 minutes long (Las Vegas, Atlanta at rush hour, etc.) it costs only a little more to pre-arrange a sedan and driver, be met on arrival, and immediately whisked to your hotel or other destination. Call Carvy International reservations in most cities @ 1-800-336-4646.



MONEY MATTERS

Do You Make These Mistakes With Your Credit?

Your credit score controls how you can get interest rates on your personal loans of your insurance. By improving your credit score, you might save hundreds, even thousands of dollars a month!

Credit expert Barbara Stinson has been quoted or profiled in Newsweek, The Wall Street Journal, and Parade Magazine on credit mistakes and improving your credit scores. Here are a few mistakes that can actually harm (not help) your credit score:


Mistake #19: Transferring credit card balances to get a better rate.

Mistake #22: Closing accounts.

Mistake #34: Having credit but not using it.

Other mistakes... opening small store credit card accounts in the stores, on the spot, to get a gift or immediate discount, using cash only, not increasing credit limits, applying for credit at the wrong time. Learn more online at www.creditmatters.com and www.increasemycreditmatters.com. All of these of your credit score reports at www.myfreescore12.com

For this information and other family members, friends!



STAR POWER

Even the most powerful and successful people are unable to get everything they want. An article in "Town And Country" revealed that Frank Sinatra, who won an Oscar as an actor, and showed enormous talent in "From Here to Eternity" and the original "Manhattan Candidate", was unable to get the movie role he desperately wanted in "The Verdict". Sinatra lost out to Paul Newman.

Who got fired? NBC's popular TODAY SHOW host Katie Couric was once fired by CNN. Regis Philbin was fired from one of his first TV jobs, on "The Andy Bishop Show" in 1969. Don Imus was fired in 1977 from WNBC. Walt Disney was fired from a newspaper for lack of ideas". Elton Presley was fired by a music studio in 1954 and told to "go back and drive a truck". Ray Romano (Everybody Loves Raymond) was fired from the pilot of a TV show ("News Radio") while it was still in rehearsal.

(Source: We Got Fired... And It's The Best Thing That Ever Happened To Us! by Harvey Mackay)

BOOK OF THE MONTH

IS THERE A WAY OF THINKING THAT LEADS TO SUCCESS, FULFILLMENT, HAPPINESS?

The book WALKING WITH THE WISE, published by Mentors Magazine explores every aspect of personal, family and financial success, with over 70 chapters by different authors, speakers, mentors and experts, including "Chicken Soup for the Soul" author, Mark Victor Hansen, famous motivational speaker, Zig Ziglar, and me. The chapter by Lori Mackey of www.properly4kids.com alone is worth the price of admission, if you want to get your young kids understanding, valuing and saving money.

The book's available from online bookstores or direct from mentorsmagazine.com. (Book's ISBN# 0-9728751-0-9)

From the book...

"The only opinion about your dream that really counts is yours. The negative comments of others reflect their limitations - not yours." - Cynthia Kersey

"A major challenge faced by us all...to make a constant and conscious effort to improve ourselves in the face of changing circumstances." - Jim Rohn




Рис. 17.1. Рассылка «Хорошие новости» для клиентов

Monthly Newsletter from **SEPTEMBER 2005**

YOUR COMPANY INFO HERE

FIRST CLASS

GOOD BUSINESS NEWS!

GOOD BUSINESS NEWS!

Arriving every month — because you are important to us!

QUOTES

On Wisdom:
"When I was a boy of fourteen, my father was so ignorant, I could hardly stand to have the old man around. But when I got to be twenty-one, I was astonished how much the old man had learned in seven years." - Mark Twain

On Criticism:
"Any fool can criticize and complain, and most fools do." - Benjamin Franklin

On Potential:
"If we did all the things we are capable of doing, we would literally amaze ourselves." - Thomas Edison

Just For Fun TRIVIA

If your business markets to consumers, you've got a moving target! How many people DO move each year? What's your percentage gain?


Based on U.S. Census data for most recent year available, of 282,556,000 people, 40,093,000 moved, 14.19%. Most people guests as high as 25%. Roughly 23-million moved within the same county, another 7-million same state, 7.6-million to a different state, and 1.2-million to another county. Historically, the maximum move activity has been with 18-34 year olds. After 50, minimal; after 70, below 2%, however increased longevity and lifestyle changes suggest these data are changing and will change significantly, as '50 is the new '30'.

Marketing note: nearly 50% of a mailing list may move within a 2 year period. Tells you how quickly a list goes stale if not kept up-to-date.

Thanks!

YOUR LIST OF PEOPLE WHO REFERRED OR CLIENT OF MONTH GOES HERE.

Didja know? **FUN FACTS**



FedEx founder Fred Smith's father founded Dixie Greyhound Bus Lines, and with his brother, a chain of Southern-food restaurants which were sold after his death in 1963, for \$22-million. Ultimately, Fred had to gamble his entire inheritance of \$8-million plus the small company he'd built, that bought and sold used airplanes, in order to raise another \$40-million from private investors to launch FedEx.

Yes, the legend is true: Fred's college professor gave him only a "C" on the term paper that would later be the business plan for Federal Express.

FedEx began operations on April 17, 1973. At numerous times, the company was in dire financial straits. Once Fred sold his private plane to pay bills. Another time, he met payroll with \$27,000.00 won at blackjack.

YOUR OFFER OF MONTH OR FEATURED PRODUCT GOES HERE

Рис. 17.2. Рассылка «Хорошие новости» для бизнесменов