

Top Marketing Experts Tell All

"Six Of The World's Top Internet Marketing Experts Reveal 167 Of Their Most Jealously Guarded Secrets To Success... Nothing Is Held Back, Everything Is Laid Out In The Open For You To See"

#1 - Headline (Main)

Finally, these insider secrets have been let into the light, and now you have the chance to use the same marketing secrets that have sold multi-millions of dollars of products and services, no matter what market niche you work in!

#1 - Headline (Subheads)

And instead of you paying \$485.00 for this incredible package, if you are one of the next 1,000 people to order you can the complete package for the amazingly low introductory price of only ~~\$247.00~~ (read on...)

"Mark - we don't want everyone to get a hold of this!..."

Top Marketing Experts Tell All has got me so nervous I may just have to remove my contribution. This kind of information is too hot to be given to the masses! Mark - couldn't you charge \$597.00 or at least \$397.00 for this information?

#1 - Headline Testimonial

When people get their hands on this, they will be armed with the secrets of some of the smartest online marketers ever to walk the planet.

Please, please consider raising the price. We don't want

everyone to get a hold of this! **Top Marketing Experts Tell All** just might hold the hidden secrets to our success and now you've made it available to the world."

-- **Marc Goldman**

World Famous Joint Venture Specialist
(one of your Top Marketing Experts)

Date: April 12, 2004

From: Mark Hendricks
Top Marketing Experts Tell All

Dear Friend:

#2 - Opening Paragraphs

You will be amazed!...I guarantee it.

What would you ask these superstar marketers if you could get them cornered and they couldn't get away until you were satisfied they gave you they real deal answers to your questions?

**Yanik Silver, Rosalind Gardner, Marc Goldman,
Holly Cotter, Frank Garon, and Mark Hendricks**

Even if you could get just one of these marketing masters to spend five minutes with you, the secrets they reveal to you could leverage your business profits by two, three, five or ten times (yes, it has happened!)...and with very little additional time or money spent by you!

#3 - Establish Expert Authority or
Credibility. Answer the Question:
Why should I listen to you?
Psychological Trigger: Expert/Authority

Hi, my name is Mark Hendricks, you may have heard of me.

I'm a business and marketing expert; a joint venture specialist; an author, speaker and consultant.

For the last 25 years, I've been using my seven proven marketing secrets in my own businesses to personally sell millions of dollars of products and services, as well as help other business owners get more predictable and profitable results in a wide variety of industries. I work and live with my wife and son on our horse farm, hidden away in the rolling hills of Trilby, Florida.

Using the internet since 1996, my advice, articles, and publications have helped thousands of people world-wide to finally start making money online.

I don't tell you this to brag or boast, I only mention it because we're going to talk about something very important to you and your business success, and I want you to know what I tell you is true and reliable.

Psychological Trigger: Liking

One of the great joys I have is getting to know other experts in my profession, and developing personal friendships and business relationships with them.

And out of these friendships, this first volume of the continuing series called **Top Marketing Experts Tell All** was brought to the world.

#4 - State Problem or Goal to Achieve (both are here)

"Here's what I've done for you..."

Psychological Trigger: Reciprocation

- I got a hold of these five experts who are recognized world-wide as being at the top of their field
- I pulled in some favors and convinced them to let me go through their complete body of work (as you can imagine, this took hours and hours of reading and preparation)
- I created a list of questions and topics specific to each expert that I knew needed to be dug out of them and presented to you with clarity for your maximum benefit
- I got them on the telephone, discussed each question, topic and detail with them at length...and held their 'feet to the fire' to get the real nitty-gritty out of them (they didn't get to slide by with just a superficial answer)
- I recorded our discussions and had them all transcribed for you to read and listen to, and packaged all of this up into one, over-flowing wealth of business knowledge and experience, and priced it so low that the five of them are crying 'foul' for me revealing their most intimate success secrets to you

"Anyone can take and profit from this excellent collection of proven ideas..."

Mark, these interviews are fabulous! They are an excellent compilation of Internet marketing know-how from the best of the best. Anyone can take and profit from this excellent collection of proven ideas. Don't wait! Get this and build your own I-empire!

-- **Rosalind Gardner**

World-Famous Author, Clickbank #1 Bestseller
Super Affiliate Handbook
(one of your Top Marketing Experts)

Testimonial:

Psychological Triggers:
Expert/Authority
Social Proof

"So what makes this so different and special?..."

Now I realize, you may have heard interviews with some or all of these folks before, but I assure you, our approach with this project is very different.

Let me explain.

#5 - Solution Options and your BEST Solution

So many other interviews you've seen or heard simply send out the same ten boring questions, or ask them to respond to such trivial topics as "How did you get started in business?"...or "What would you do if Martians came to Earth and stole your computer and customer list, and wiped out your website?"...or some other nonsense like that (I'm just kidding about the Martian thing, I haven't really seen one like that...yet!).

But no, I refused to do that.

It would have been simply a waste of their time, my time, and your time too.

#6 - Tell them a story (or provide a sample)

You see, I spent hours combing through their products and websites to dig out the questions **you should** be asking them, the questions that reveal their unique secrets and strategies, the questions that bring out a deeper understanding of what has made each of them the successes they are... so you can model our successes for your own success.

Then I sent them the questions, well ahead of time, and asked them to carefully prepare for our telephone sessions so they could really make this worth your while in reading and listening to every single word, again and again.

And I've got to tell you, they all delivered the goods -- **BIG time!**

Here's just a brief listing of some of the strategies and secrets I was able to pull out of them on your behalf:

#7 - Benefit Bullets

"Marc Goldman tells all about Joint Ventures..."

- **How to use Joint Ventures to leverage your business profits**
- How you can use, and benefit from, other people's business assets
- **How to participate in Joint Ventures, whether or not you have time, money, talent or product**
- How you can do JVs anytime and anywhere
- **Why the internet is the greatest thing that's ever happened to Joint Ventures**
- The secret to setting up Joint Ventures, even if your list is small
- **How to use JVs to build your own credibility**
- How to use JVs to create profits, good will, free publicity, exposure and advertising dollars...all at the same time
- **How to create incredible backend profits using JVs**
- The secret to setting up Joint Ventures with competitors to make more profits than you can imagine
- **Why timing and luck have nothing to do with your success with JVs**
- What type of JV campaigns work best to start out with
- **What little psychological twists can make JVs work even better**
- What characteristics you should always look for in a JV partner, and what you should avoid at all times
- **How to approach possible JV partners, and what you should say**
- What are the ins and outs regarding agreements and contracts

- **Quick and easy ways to begin using Joint Ventures for your own success**

"Look and see what Rosalind Gardner tells all who will listen about making big money with affiliate programs..."

- **Great tips and strategies that help you save time, effort and money when building your business**
- A simple secret to making yourself more productive
- **How to use a step-by-step approach in building your online businesses so you stay on track**
- What type of affiliate programs you should look for, and what kind of programs you should avoid
- **The top five mistakes that most affiliate marketers make, time and time again, and how to avoid falling into these potholes**
- How to quickly decide whether or not a niche is profitable before you spend the time and effort to find an affiliate program
- **A terrific example of one of Rosalind's most profitable niche markets, one that brings her income 24/ 7 around the clock**
- How to market your web-based business online and offline too
- **Some of the best low-cost software and tools she personally uses in her marketing work**
- What features are a must when looking for reliable web-hosting
- **How to pick a good domain name for an affiliate site**
- Rosalind's personal success strategy on what type of website you should set up for your own affiliate success
- **How to keep website visitors coming back to your site, time and time again**
- Learn the ezine newsletter secrets that make it possible to draw money out of

your list each and every time you mail it

- **The fastest ways to get free and 'paid for' traffic to your websites**
- Why you should be writing articles and how to get others to happily publish them to their subscriber lists
- **The simple way to get higher commissions from affiliate sponsors, you'll be amazed that you didn't think of this**
- What super affiliates do that get such dramatically different profit results
- **The most important elements that your website should have for maximum results**
- How to protect your commission checks from being decimated by commission stealing thieves
- **How to write a good endorsement of a product or service as an affiliate**
- Some time-saving tools that help you with your niche market research
- **Three important questions you should ask before joining any affiliate program**
- The one secret that Rosalind uses to build long-term success

"And then it's Yanik Silver's turn to tell all..."

- **The overall process and plan that Yanik uses to make sure every project has a high probability of success**
- How to find new product ideas that have a high likelihood to sell well
- **When doing market research, what role competition plays in your decision to offer a similar product**
- How to spot opportunities that show high promise for profitable results
- **How can you find out exactly what customers will buy from you without having to waste your time and money trying to guess what they want**

- The best types of digital products to create that people really want to buy, and how to create them quickly and get them out to the marketplace
- **The questions you should be asking yourself BEFORE you start creating a product to sell**
- Once you've found what a market wants, discover how to find someone else's product to sell to that market...and what to look for
- **How to price your products for top dollar profit results**
- The one skill you absolutely must acquire and develop to assure your success online
- **The simple formula that keeps you on track when writing your ads, and salesletters**
- How to get people interested enough to read all of your ad, and be more responsive to your offer
- **How to come up with winning headlines**
- The secret to increasing your 'believability' factor with your prospect so you gain enough trust with them for them to buy
- **How to show your prospect why they should buy from you rather than your competitors**
- How to get great testimonials to use for your marketing promotional materials
- **The most important things to include in your offer**
- The most important items to include on your order form
- **The simple psychological technique that can increase your profits per sale by 20-50% , it's as simple as applying it to your order form**
- The best way to learn how to write successful ad copy
- **Secrets to testing the likelihood that your sales copy will sell, even before putting it out to the marketplace**
- The most important parts of your sales copy to test once you put it out to the

world, and how to do it

- **How to leverage up the results you get from your salesletters**
- When to decide to stop testing and tweaking
- **The biggest mistakes people make in their ads, and how to avoid falling into these traps**
- The most common mistakes people make when they set up their websites, and what they should be doing different
- **How to profit from a website visitor even if they don't buy your own products**
- One change you can make on your website that gets more people to give you their name and email address so you can add them to your followup list
- **Strategies to get free advertising that creates traffic flow to your site**
- How to use ezines to get more traffic
- **The secret to effective posting on forums and discussion boards**
- Not all visitors will buy from you immediately (or ever), discover ways to make money from visitors that don't buy from your own sites
- **How to use autoresponder systems to followup with leads, and make money from people even if they don't buy the first product they were originally interested in**
- How a followup letter differs from an initial salesletter, and how often you should followup and for how long
- **Why the 'back-end' is so important to your business, and how to set this up for yourself to capture big profits with very little cost**
- How to quickly build an affiliate network of people, and how to get people excited about offering your products from their websites
- **The tools and resources you should provide members of your affiliate program so they can get up to speed marketing your products**
- How to find and get 'super affiliates' to market your products and services

- **The secret to getting your competitors on your side to sell your products for you**
- The best ways to become successful online
- **And Yanik's personal secret to his success**

"Holly Cotter tells all about how to easily and affordably create multiple streams of income on the internet..."

- **How to build multiple streams of internet income...from scratch!**
- The four main areas to focus on to build automatic income streams
- **How to choose which of the four areas are right for you to begin with**
- The secret to getting started fast and put some money in your pocket the first month you're in business
- **How to find people who are already looking for what you have to offer**
- How to get prospects to come to you, instead of you chasing them
- **Terrific tips on keeping expenses down so you get to keep more of your profits**
- The little known secret to increasing your income without increasing your expenses
- **The best and most effective ways to stay in touch with prospects**
- How often to keep in touch with prospects, and what to say to them
- **What are the best ways to convert prospects to customers**
- How often should you contact your business associates to keep them in the loop
- **The absolutely most important elements to have in your business, and how these directly relate to your success**

- The marketing strategies that generate the most positive results for the time, effort, and money you put into them
- **How to build personal relationships with others, even though you spend most of your time in front of your computer screen**
- Three questions you should ask yourself, and answer, to assure your business success

"And Frank Garon tells all about his super affiliate secrets..."

- **How to find good affiliate programs to promote**
- The best ways to generate a steady flow of leads to your business on automatic pilot
- **Why and how to use the telephone to build your internet business**
- The one thing you can do to leverage up your affiliate program profits faster than anything else
- **THE most important thing in marketing successfully**
- How to build your list on the cheap, or free
- **The best way to build a list of a few thousand interested people in just a few weeks time**
- How to know how many offers to send to your list, and when
- **How to create 'sales-on-demand' using your own ezine newsletter**
- The exact layout and format Frank uses that he's found to be most effective
- **The best way to send prospects to an affiliate sponsor's site (don't just give them that long ugly link)**
- How to increase your own credibility when you write your affiliate endorsement letters
- **The best way to use free ebooks to market the programs you like best**
- How to create ebooks even if you're not a great writer

- **How to increase sales and keep expenses down**
- The secret viral marketing techniques that create a continuous flow of traffic to your website
- **Merchant accounts, where do you begin?**
- A big mistake that most ebook publishers make that cheats them out of more profits
- **The one area of online marketing that you're probably overlooking, that if you would only focus on it, would produce measurably greater results for you**
- The simple step-by-step track to making money quickly on the internet
- **Insider secrets to getting lots of free advertising that really works**

"I'm sure I'd have to travel a thousand miles or more to be this 'up close and personal'..."

Mark,

#8 - Let them know other people have bought and benefited using Testimonials
Psychological Trigger: Social Proof

I was consistently jolted by the pure insight of your '**Top Marketing Experts Tell All**'. To me, this is seminar level knowledge where note taking is a must on each expert. I'm sure I'd have to travel a thousand miles or more to be this 'up close and personal' hearing this great advice in one place, however, I never had to leave my chair.

Having this level of timely marketing guidance will show any serious marketer what areas to be looking into for building their own success.

-- **Michael Nicholas**
OrderButtonTriggers.com

"Sell this to the top bidder for \$10,000..."

Mark,

I personally don't understand why you just don't sell this to the top bidder for \$10,000. I know I would pay it.

(Remember the famous \$2,000 Farewell Package from a while ago?...Well this is worth at least 6 times that.)

-- **Leon Klepfish**
ThankYouAds.com

"The only problem I had was deciding how much to charge for a complete marketing 'brain-drain' of these top marketers..."

#9 - Make them an offer

You already know the great reputations of all these people.

What could I possibly charge you to have complete access, like I did, to all of their expert wisdom laid out on a silver platter with nothing held back for you to see?

Coaching programs with these people run into the thousands of dollars.

Surely, I couldn't charge that much for these sessions, could I?

"At first, here's what I was going to do..."

When I first put this project together I knew I could package each of these programs individually and easily sell them for \$97 each. People who are really interested in their business success would gladly pay that little amount to have the equivalent of a personal "sit down and ask all the questions you want" session with each of these experts.

But as I was putting all the finishing touches on the recordings and the transcriptions I realized how much more powerful this would be if you could have access to all of these insider secrets for one low package price.

Let's see?... \$97 times 5 equals \$485.

That would be the total if you bought each of these packages separately.

But you know as well as I, when you buy a few things at the same time that

compliment one another, it's nice to get a special discounted price, isn't it?

So after careful consideration, I decided that a fair package price would be \$247.

And then I told them what I was going to charge you...

"Mark, what are you doing to us?!!!"

You see, the "gang" couldn't believe I was going to let this go for just \$197.

They thought I was nuts.

But then, I dropped the real big one on them, I told them this...

"And the first 1,000 people who buy the package, gets everything for only \$147..."

That's right, everything.

All five of their interviews and discussions with me.

All five transcripts to print and read.

All five recordings to listen to again and again.

Yes, the whole enchilada! (*now they were sure I was crazy!*)

"I know what you're thinking..."

#10 - Answer their Unasked Questions. Give them your Reasons Why you can make such a great offer

Why on earth would Mark let this go at such a low price of only \$147?

(and you'd be right to ask that!)

Actually, there's a few reasons...let me explain.

1 - I want you to succeed. I've been in marketing for 25 years+ and have helped a lot of people along the way, and I want to help you too. It's a real kick to get a note from someone letting me know that I've been a part of their success.

2 - These experts really delivered for you. Marc, Rosalind, Yanik, Holly and Frank really stepped up to the plate and hit major home runs in contributing their experiences to this project, and I want as many people as possible to have access

to their success strategies.

3 - I want you to be a happy customer of mine for life. One of the most important marketing secrets you will ever learn, from me or other experts, is that you want to continually provide your customers with high quality products and services, and at dollar value they truly appreciate. You see, I truly understand that my customers are the greatest asset of my business, and without you and thousands of others I don't have a business. So instead of asking you to pay \$485.00, I've made all this available at a terrific savings to you.

#11 - Bonuses to add value (I didn't include any in the salespage copy (yet), I have included unannounced bonuses after they order.

But there is one catch.

#13 - Limited Supply, Time Deadlines
(Psychological Trigger: Scarcity)

The special discounted price of \$147 is only available to the next 1,000 people who buy this first volume of **Top Marketing Experts Tell All**. You can order right now and get yourself a cool \$100.00 break on the regular price.

But like I said, you've got to be one of the next 1,000 people to order.

And I don't know how long this low price will hold, so if you don't order and you come back later and the price is higher...well, I'm sorry...but that's that.

#12 - Give them your
Best and Longest
Guarantee

"You will be amazed!...I guarantee it..."

At the beginning of the letter I made you this promise, and I plan to stick by it.

So I want to give you my personal world-famous...



"Better-Than-100% -Money-Back and TRIPLE Risk-Free Guarantee..."

You see, I absolutely refuse to have any unhappy customers.

I want you to prove to yourself that this first volume of **Top Marketing Experts Tell All** is everything you've been hoping for, and even more than I've promised you in this letter.

"Triple-Guarantee # 1..."

When you buy the package, print out and read the transcripts, listen to the recordings, and make notes as we talk. And after all that, if you don't think it's right for you, for whatever reason, just send me a note within the first 30 days and it costs you nothing, you'll get a cheerful refund - and you'll get no hassles and no hard feelings from me (yes, even if you only take a quick look and decide it's not for

you).

"Triple-Guarantee # 2..."

But don't stop there, put us to the test. Take just a handful of the strategies and techniques you'll discover from us, put them to work in your business for 30 more days and if you aren't getting measurably greater results from your marketing efforts, just send me a note and your full payment is right back to you, and I'll say 'thanks anyway' for giving us a try.

"Triple-Guarantee # 3..."

Continue to implement even more of the concepts and secrets you learn from us, and if at anytime during the next 90 days from today you don't think this is the best money you ever invested in **your own success**, just let me know and we'll give you every cent right back -- because if you're not absolutely thrilled with the information, advice and workable knowledge you get, I insist on refunding your money.

And what's even more amazing, in the unlikely event you do ask for a refund, you can keep everything as a gift from me to you just for trying.

What could be more fair than that?

You absolutely have no risk and everything to gain from this offer...I am taking all the risk, so you don't have to.

But remember, I will only guarantee this low price to the next 1,000 owners. So don't delay (*it would be a good idea to order now*).

#14 - Tell them exactly how to order

[Click Here To Order Now](#)

(all major credit cards and checks accepted, ordering is through a Secure Server)

Please note: The complete package is delivered to you in a single PDF file that you download to your computer. It is compatible with both PC and MAC based computers. Everything is accessed from this one PDF file, both the recordings and the transcripts (however, you may also download the audio files if you wish). You will need the free Adobe Acrobat Reader and the free RealOne Audio player to read and listen to the sessions (both are free). We provide you with a link to quickly and easily install both of these on your system at no charge.

#15 - Tell them what happens if they don't order now

"Don't put this off, get your copy today..."

Together, the six of us have sold multi-millions of dollars of products and services, both online and offline. And I promise that you'll gain a unique insight to our secrets, strategies and techniques that you can put to use into your business right now to get measurably better results.

But nothing we reveal in this package will help you unless you take action.

And you know for a fact, if you don't take a different action than you have in the past, you're going to continue to get exactly what you've gotten in the past.

So come on, be good to yourself. Get off the dime, get in gear, and take some action that can benefit you now, and for years to come.

#14 - Tell them exactly how to order

[**Click Here To Order Now**](#)

(all major credit cards and checks accepted, ordering is through a Secure Server)

I'm looking forward to hearing from you soon too.

Sincerely,

#16 - Signoff with Signature



Mark Hendricks
Top Marketing Experts Tell All

#17 - Use a P.S. (or multiple PS's)

P.S. - Look, I'm not going to high pressure you here in a P.S., that's a cheap shot technique that everybody tries. Just order now. I guarantee you'll be happy you did...100%.

P.P.S. - You've heard it said before, I'm sure. To get where you want to be, you've got to take a first step. Let me take all the risk and prove to you this **Top Marketing Experts Tell All** package is everything I've promised you, and more.

P.P.P.S. - Still not convinced? Then send me a note and tell me exactly why you're passing on this offer. You get a great package, at a great price, with a risk-free 100% money-back satisfaction guarantee...if that's not enough for you, I'd really like to hear your sincere comments and concerns. Here's my personal email address: mark@hunteridge.com

Psychological Trigger: Commitment with Consistency. A request for more information and followup.

P.P.P.P.S. - Maybe you're just not the kind of person who trusts your own judgment that this offer is for real, and you'd like a little sample before you buy.

[Click here](#) for a little demo version I've put together.

Note: Always include complete contact info to increase credibility

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