

# Newspaper Cash

## The Mac Daddy of Newspapers

*“Tiny Classified Ad Secrets For Insane Profits!”*

Version 1.0



© 2011 All Rights Reserved

## **Newspaper Cash**

### **All Rights Reserved Worldwide**

The contents of this e-book may not be shared or transmitted to other individuals without the written consent of my lawyers. My lawyers are really MEAN Sharks. All Lawyers are kept on retainer for violators!

### **Legal Notice:**

**Disclaimer & warning on use of information from this e-book.** This information and these materials have been prepared for educational and information purposes only. This information is not intended as a source of classified newspaper advertising advice, but is sold for information purposes only. The author or publisher cannot assume responsibility for any actions taken based on the information in this e-book. We try to provide quality information, but we make no claims, promises or guarantees about the accuracy, completeness, or adequacy of the information contained in or linked to this e-book and the contents provided here. No warranties are made for accuracy of the information contained in this e-book or its associated sites. Additionally, no other warranties, expressed or implied, are made. This e-book and its information are presented as is for your reading pleasure.

### **Copyrights**

This e-book contains copyrighted material, trademarks, and other proprietary information. You may not modify, publish, transmit, participate in the transfer or sale of, create derivative works of, or in any way exploit, in whole or in part, any proprietary or non-proprietary material contained in this e-book. Our company reserves all rights not expressly granted here.

## **Table of Contents**

Chapter 1: Investigate Who's Making Money and Then Compete

- A. [Tracking competitor ads](#)
- B. [Your FREE investigation department](#)
- C. [Playing the game](#)
- D. [Laziness will kill you](#)
- E. [Testing competitor products and services](#)

Chapter 2: Advertising Agencies To Receive Major Discounts

- A. [Prepaying ads to run multiple weeks gives you more net profit](#)

Chapter 3: Understanding The Psychology of Newspapers

- A. [The pipeline affects - it's both a science and an art](#)
- B. [Using auto-responders to see if you have visitors](#)
- C. [Best type of opportunity papers](#)
- D. [Testing newspapers, new ads and different sections](#)
- E. [Knowing the power of persuasion](#)

Chapter 4: Most Profitable Sections in The FREE Newspapers

- A. [Employment opportunities](#)
- B. [Work from home](#)
- C. [Mail order](#)
- D. [Autos](#)
- E. [Real estate](#)
- F. [National marketplace - miscellaneous](#)
- G. [Business opportunity](#)

Chapter 5: One Ad in Over 6,000 Newspapers With One Call

- A. [blind ads - anti-marketing ads](#)
- B. [Basic line ads or box ads](#)

- C. [Know the ad rules](#)
- D. [A voicemail script that helped me make a million dollars](#)

Chapter 6: Tracking Your Ad Campaign

- A. [Tear sheets and web sites](#)
- B. [Auto-responders](#)
- C. [Customer feedback forms](#)

Chapter 7: Award Winning Ad Roll Out

- A. [Double booking your ad - A MUST](#)
- B. [A Guarantee better net profit - lowering business costs](#)
- C. [A gift & save department can double your income](#)

Chapter 8: FREE MONEY For Up to 2 Years

- A. [FREE MONEY 1 - recurred billing](#)
- B. [FREE MONEY 2 - affiliate traffic](#)

Chapter 9: Successful Campaign is Like an Investor or Cash Grant

Chapter 10: The Campaigns That Made Me a Millionaire

Chapter 11: Ready Made Money Making Advertising Campaigns

Chapter 12: My Hottest Newspapers

Chapter 13: Affiliate Marketing To Making Fast Money

Chapter 14: Idiots Guide To Creating Web Pages – For Big Profits

Chapter 15: Hottest Newspaper Products and Services To Resell

Chapter 16: Advertise For FREE and Make Over \$50,000 a Month

- A. [FREE Press releases - PR5 or above](#)

Chapter 17: Almost All Respond To Ads – Tips, Tricks and Secrets

- [Secret 1: Other HUGE Ways To Make Money](#)
- [Secret 2: Top Forum To Join](#)

## How it all started

I took a 3 month fishing tour aboard a Vessel known as the American Triumph. It was a trolling vessel and it was Pollock season in Alaska. After my small \$6,000 check, I grabbed a seat on Southwest Airlines and flew to Phoenix, Arizona. I worked as a shut-in for an assisted living nursing home for 6 months. I then moved on to a magazine call center as a junior executive with an Italian Motley Crew. Guys like Jacque, Bobby and Mr. Morales would fly in from Denver, Colorado just to expense a fun trip to pick up on some of my female staff. I didn't like that very much, and I began job hunting again. After a month had gone by, and my research had panned out, a guy by the name of Mr. Don Lapre, who was some kind of late night infomercial Guru, was hiring some help. After 500 applicants were screened, 50 of us interviewed, and only 7 positions to fill, I got the 7th seat.

In the spring of 1998 I moved to Washington State, and dad would have me crash into the federal protection industry. As a master in firearms now, a passion for local, federal, and personal security, I began testing with many law enforcement agencies. Little did I know that it would be the border patrol that would be picking me up. After extensive testing, screaming oral boards, and background checks, I would get a call to be one of their new cadets for their next academy. Everything was good to go except for one small detail, my credit background. With a few old bills that went to collections they asked for some documents, and for me to quickly get those paid.

My checks at my current job were barely enough to sustain life, so I began the research of selling something in newspapers. I would use my investigative skills to research what I believed to be making people money. I would beg, borrow, and fight with my wife to take \$7.00 out of every check and place a \$7.00 ad in the newspaper on different products that I could negotiate resell rights to. However, nothing was working. Then finally, I found something that gave me a couple of sales. This gave me my own business

account, four months later, with a whopping \$100, but it was mine and no more fights over money. If I lost it I was screwed.

My ad rep told me about something called a classified ad network that would cost around \$100, but instead of the normal 30,000 circulation I would get multiple states and cities for close to 1,000,000 circulation. So I did it and the results were staggering. I tripled my money and later turned that into thousands. At this cross roads of life, I decided to decline the offer from the Border Patrol and take a chance with my current job and my new business venture.

Needless to say, my dad was not very pleased, and, in fact, he was very disappointed. I was now trapped somewhere between proving my success to my father, my wife, and to myself, and thinking maybe this was nuts. This made it next to impossible to fail. Every night I would whisper into my daughter's little ear as she lay there asleep, that somehow, some way, daddy would come through. This is how it all started, this is where I came from to get there, and thus began the "Millionaire Newspaper Advertising Secrets".

## Actual Bank Statement!

**\$65,995.94 in Deposits and  
\$95,629.05 in Withdrawals!**

FIRSTCHOICE BUS. INT. 71044705		FIRSTCHOICE BUSINESS 71044705	
BEGINNING BALANCE	53113.07	BEGINNING BALANCE	5.42
DEPOSITS	65994.94	INTEREST THIS PERIOD	.01
INTEREST THIS PERIOD	12.92	ENDING BALANCE	5.43
WITHDRAWALS	95629.05	INTEREST YEAR-TO-DATE	.05
SERVICE CHARGES/FEE'S	92.95	AVERAGE DAILY BAL	5.42
ENDING BALANCE	23398.93	ANNUAL PERCENTAGE	
MINIMUM BALANCE	2358.54	YIELD EARNED	2.06%
TOTAL NUMBER OF CHECKS	31	DAYS INTEREST EARNED	33
INTEREST YEAR-TO-DATE	85.56		
ANNUAL PERCENTAGE			
YIELD EARNED	.40%		
DAYS INTEREST EARNED	33		

  

FIRSTCHOICE BUS. INTEREST CHECKING ACTIVITY			
TRANSACTION DESCRIPTION/SERIAL NUMBER	DEBIT AMOUNT	CREDIT AMOUNT	REFERENCE #
TRANSFER PAYPAL 285759383		1,261.59	LACH168064
TRANSFER PAYPAL 286779033		411.71	LACH724325
DEPOSIT		472.00	M 07718102
DEPOSIT		1,558.00	M 07718061
DEPOSIT		420.00	M 04615632
TRANSFER PAYPAL 288610603		1,099.98	LACH237115
TRANSFER PAYPAL 287764481		1,216.12	LACH271754
TRANSFER PAYPAL 288623984		1,522.11	LACH236412
DEPOSIT		918.00	M 08159785
TRANSFER PAYPAL 291074366		1,345.64	LACH514182
TRANSFER PAYPAL 292385085		872.86	LACH167719
TRANSFER PAYPAL 293432397		1,061.88	LACH693837
		1,708.00	M 08795465

I will now take you into my world and show you how I was able to come from nowhere with only \$7.00 and turn that into a multi-million dollar business venture. This feat would later send shock waves to everyone that knew me, and even prompt infomercial celebrities to call me at my place of residence.

## Actual PayPal Account!

**This is the kind of money you could make in newspapers!**



The screenshot shows a PayPal account interface. At the top, the email address is [stratinternational@msn.com](mailto:stratinternational@msn.com) with an "(Add email)" link. The status is "Verified (1000+)", which is circled in red. The PayPal logo is visible, along with "Log Out | Help" links. Below the logo are navigation tabs: "My Account", "Send Money", "Request Money", "Merchant Tools", and "Auction Tools". Under "My Account", there are sub-tabs: "Overview", "Add Funds", "Withdraw", "History", "Resolution Center", and "Profile". The "History" tab is selected, displaying a table of transactions.

Bank Account	Status	Details	Amount	Amount	Amount
Bank Account	Completed	<a href="#">Details</a>	\$1,696.32 USD	\$0.00 USD	\$1,696.32 USD
Bank Account	Completed	<a href="#">Details</a>	-\$1,107.08 USD	\$0.00 USD	-\$1,107.08 USD
Bank Account	Completed	<a href="#">Details</a>	\$1,414.24 USD	\$0.00 USD	\$1,414.24 USD
Bank Account	Completed	<a href="#">Details</a>	-\$1,055.88 USD	\$0.00 USD	-\$1,055.88 USD
Bank Account	Completed	<a href="#">Details</a>	\$1,043.90 USD	\$0.00 USD	\$1,043.90 USD
Bank Account	Completed	<a href="#">Details</a>	-\$1,361.00 USD	\$0.00 USD	-\$1,361.00 USD
Bank Account	Completed	<a href="#">Details</a>	\$1,321.74 USD	\$0.00 USD	\$1,321.74 USD
Bank Account	Completed	<a href="#">Details</a>	-\$1,602.62 USD	\$0.00 USD	-\$1,602.62 USD

However, before we get started, if you would like to see where you rank in the world with your current income, just head over to [Global Rich List](#) and type in your country and annual income amount. I believe that you will be quite surprised!

## Chapter 1: Investigate Who's Making Money and Then Compete

There are millions of people all over the country making a killing with small business ventures. In fact, thousands of them are doing it just in the newspapers. The questions always remains the same for starting a new business:

- What should I do?
- How do I do it?
- Where is the best place to do it?
- Why am I doing it?

Without clear answers to these four questions, you might as well lay dormant for years, not doing anything. Here is what I did to find out who was making money in newspapers and what their products were.

I would literally call every newspaper company that I could find and interview their classified ad representatives. These papers included, but were not limited to: **Little Nickel Newspaper, Nickel Nik Newspaper, Nationwide Advertising Group, American Classifieds, National Enquire Tabloid,** and so on.

I requested a FREE copy of their paper, their web address, and a media kit that would explain their advertising rates. Once I received the papers and went to their dedicated web sites, I began to run a tight list of certain types of ads in certain sections of those papers. The sections that I would pay close attention to were

- **Work from home**
- **Mail order**
- **Autos**
- **Real estate**
- **Business opportunities**
- **National marketplace** (also known as miscellaneous)

### **A. Tracking Competitor Ads**

I looked for classified ads in newspapers and the patterns of these ads like I was solving a homicide. Once I saw certain ads in the sections of newspapers that seemed to cross over to each of the other papers it was time to zero down on specific companies. **For example**, if I saw a certain type of mail order ad under the "work from home" or "mail order" sections, I would look for that same company advertising in other newspapers. If I started running into similar ads but no exact match on the company name in these papers,

then I knew there was probably a lot of money being made in those types of ads, products, and services.

That was very encouraging but what I needed to know now, was who the big boys were. My diligence was about to pay off, as eventually I would come up with two companies who were competing with each other in all of the papers that I was researching in the same advertising sections. This meant I was **HOT** on the trail of something lucrative. Not only was there probably money in what they were doing, but I now had two good solid viable leads for my investigation.

The next step for me was to call the newspaper companies back and ask the advertising representatives how long those two ads had been running and what their ad costs were. If they suggested anywhere from 6 months on up, then I knew the closer I got to their action, the more I would learn about how they were making their money and what their minimum earnings were.

## **B. Your free Investigation Department**

Did you know that learning to place ads in newspapers could be so much fun and a lot like solving a great detective mystery? That's right! If you like mysteries, then get your bloodhounds out of the kennel, gather up your badge, gun, magnifying glass, and assemble your team. Don't do it alone!

You have an investigative department just waiting to go to work for you for FREE! You want to know who they are? Your advertising representatives, that's who. Do you remember the place on my home page of my web site where I say that I flew some ad reps to Disney world for their Christmas present? Why do you think I did that? Because they would always investigate other similar ads that were like the ones I wanted to compete with, find out which papers they were in, how long they were there, and anything else they could in order to make the sale.

In other words, they want your business, so why wouldn't they do the legwork and why wouldn't YOU fly them to Disney World for Christmas if they began to help you make over \$100,000 a month? But BEWARE... the shoe fits on the other foot as well. They could accidentally tell your competitors about you in order to get their business; so be EXTREMELY careful with what you say to them. Always tone it down. When you start to make money and good money, always play it off like you are barely making it so your rates don't get hiked up! Remember once you go national you can sign a 4 week, 8 week, or even 6 months contract with them and get your rates locked in, but more on that later.

## **C. Playing the Game**

So you are now hot on the trail of two competitors that you know are probably making a killing and you want a piece of the pie, don't you? Well, you should try your best to do so, because competition is good for everyone.

What you will need to do now, is to identify the next level of marketing the advertisers are using to suck you in closer to their products or services. You will either need a good friend, family member, or spouse to assist you in this matter. I don't recommend letting your competitors see you coming, because there WILL be a day when they know who you are, and you have plenty of time for that, and you don't need them launching a smear campaign on you from the word go.

What I did was have my wife, at the time I first started, use her maiden name and call their voice mails, send a self-addressed, stamped envelope, or whatever correspondence was needed, in order to see what their product sales brochures were like. Then I would compare both companies' voice mail scripts by taping the recording and their brochures and look for the common threads. I had to find out what they did or had that made me excited enough to take the next step and order.

This was a big question to get answered because then you would know how to design and set up your ad campaign. If there was a web site, I would look for a way to pay by money order in the mail. If not and it was a downloadable product, then I called a buddy, gave him some money, and asked him to complete the order and to take delivery of the product. Now I was almost ready for business.

#### **D. Laziness will kill you**

Now that you have the type of product and service that you have targeted and tracked in newspapers, you need to remember one thing; continue to track them every week. Never stop! **Laziness will kill your campaign.** Get lazy in this business and you will die a slow death. Competitors will walk all over you. One day you will be making thousands, then you are back at McDonald's. Run a long and consistent race, not a short sprint.

Another thing I would do was to visit grocery stores and book stores, grab the magazines, and look in the back at the opportunity sections or auto sections, depending on what I was tracking, and look for those ads. You see it's basically a win-win situation once you expand into many papers and begin to make money. If your competitor is in the magazine, then you can interview that magazine's representative the same way you did with the newspaper reps.

If a competitor has been in there over 6 months, then you know it's a good market. If they have not been advertising there that long, but you find similar ads like yours that have been in there for 6 months or longer, then

there is your competitive advantage. Get in there for your test after you are in lots of papers, so that you can quickly dominate the largest part of the market.

You like games don't you? You remember Monopoly and going after those key properties... well guess what? You must make this the same exciting game and monopolize the market. Placing ads has been, and still is to this day, one of the most exciting and addicting things that I have ever done. Placing ads is fun, so never stop tracking ads. You will never run out of places to run new ads. Always have your next move and deal lined up.

In this business I teach you to start small and grow out. Once you have lets say over 2,000 newspapers cranking in lots of orders and your bank account is sky rocketing even after you renew ads, pay bills, and pay yourself, you can expand and test now into 5 to 6 new groups or another 1,000 papers at the same time. So get them tracked, investigated, and ready to go well ahead of time. Just like the game of chess, know your next move and the seventeen moves after that one.

### **E. Testing Competitor Products and Services**

Ok, now you have done your research and development, had your investigators gather intelligence, and your trusted allies have ordered a few products and services, and had the goods delivered to you. You will now need the inspection team to come in, or you can do it yourself. Your first question to get answered, is to find out what makes that product or service attractive and what makes it disappointing. Take notes on both. You will want to make yours 10 times more exciting, by steering clear of the negatives you discerned in their business practices, such as, deceptive advertising, bad products, and inadequate service features. Once you can clearly see what you like and dislike, you will need to see where you can find a similar but different product or service to compete with theirs.

One of the first places I run to for my product and service search is [Clickbank](#), however, you can also go to [Be Free](#), or [Link Share](#) for this too. So here it is. I will give you an actual example of a very well researched campaign, and targeted competitive service. I would first like to point out that when you first start out in newspapers, I would **HIGHLY encourage you to start out by becoming an affiliate marketer** of someone else's web site and stay with down-loadable or member accessed products and services. This way you are not spending a lot of money on web sites, PO boxes, voice mails, postage, brochures, and product costs.

**I recently tracked some ads in newspapers that read like this.**

**NOTE:** This is a Box ad "NOT" a DISPLAY ad!

**BOX Ads Are CHEAPER!**

\$500 Police Impounds!  
Hondas for \$500  
For listings  
1-800-55-1212 **x3461**

I noticed that they seemed to be missing a huge market by not just sending them to a web site and that they were probably racking up a BIG 800# phone bill. I find over 5 web sites at [Clickbank](#) that were offering the same thing, auto-auction listings within their members' area, so here is what I did. I signed up for the number 1 and number 2 top auto auction web sites as an affiliate marketer. After all my ad tracking and research was done, I bought two domain names at [Godaddy.com](#) for around \$9.20 each, and had them forwarded to my affiliate link and one to each web site affiliate link. Let's say the first one was [www.AutoLackey.com](#) and the second was [www.CarLackey.com](#). Remember, you want a short domain name, a product or service related domain name, and it has to be able to fit in the last line of your classified ad all by itself, so short as possible OK? Keep it unique but simple so people don't forget it or mistype it in their browser.

**I then worked up a couple of ads and finally came up with this....**

**NOTE:** This is a Box ad "NOT" a DISPLAY ad!

**BOX Ads Are CHEAPER!**

**NEED A CAR?**  
\$100-\$500  
POLICE IMPOUNDS!  
Hondas, Acura's, & BMWs  
**FREE** Listings Search!  
www.AutoLackey.com

**And. . .**

**NEED AN AUTO?**  
\$100 POLICE IMPOUNDS!  
Hondas, Toyotas, & BMWs  
**FREE** Listings Search!  
**www.CarLackey.com**

Walla! Magic! **Notice how I used the word FREE?** Not only did I make my ad twice as exciting as my competitors, but my service used no employees, hard products, postage, and hardly any time.

In fact the owner of the web site had to handle all emails from the customers and I just pointed the way taking my 75% off of each \$34.95 sale. How is that for CASH, little time, and zero liability! Now all I was doing was planting myself everywhere I saw this competitor's ad in each newspaper and in that section.

My ad reps would find that ad for me in all the papers and groups they could. I would always know the safest place and section to expand in. Why gamble? Chances were that the competitor had already lost thousands of dollars placing ads in papers that did not work well for him, so why lose the same

time and money he did. Go only where they are. Make sense? Good! By the way auto advertisers of this nature will book similar ads in cars, trucks, and many other auto sections and up to 10 times at once. They make more than 2 times what they spend and that is times the 10 sections they are in. It's called double booking your ads and making more money. In two years you would never run out of places to place ads that work well even with one campaign if you learn how to double book.

## Chapter 2: Advertising Agencies To Receive Major Discounts

Every business or company should always have their own in-house advertising agency. Not all newspapers give agency rates, but most do, and the money you could save could add up to thousands of dollars. This is a trick that I learned only after I had spent over \$250,000 one year in newspapers. Don't worry though; I brought back well over a million. If I had used an in house advertising agency, I would have saved 10%-15% and that would have meant a savings of well over \$25,000 - \$37,000 that year in advertising discounts. Can you see how invaluable this can be? WOW!

That really shocked me when it was pointed out to me by a friend who had just taken over his demised fathers media business. Here is what I recommend that you do. When you license your business or company, use one of your DBA's (Doing Business As) names to be strictly your advertising agency. Let's say that your company or business is called "You Incorporated" and your DBA is "You Advertising Agency". You would simply have "You Incorporated" pay your other business "You Advertising Agency" and your "You Advertising Agency" business would place the ads with the newspaper company and get the agency rate discounts of 10% - 15% or even more.

You always want to ask the newspapers if they give agency discount rates and what they are. You can even hire someone or have a friend call in as your agency representative to place your ads for "You Incorporated" so you look more official. Don't lose tens of thousands of dollars like I did. I am still kicking myself. Even the tabloids deduct tons of money from using an agency rate discount. This means more net profit for you while your amateur competitors are squeezing all their pennies each week or month, just to keep their current ads running.

Meanwhile you are expanding and few know how you are able to do it even if you have a cheaper ticket price or more expensive ticket price than theirs. They will all wonder how you are able to make so much money. Pretty cool, huh? You can use agency discounts for newspapers, magazines, radio, and even television advertising along with all other forms of advertising that offers those discounts. Once your agency is set up you are set for life for

using all forms of advertising even to the point of placing ads for others for profits which I'll discuss a little later on, OK?

### **A. Prepaying ads to run multiple weeks gives you more net profit**

Prepaying ads at 4 to 8 weeks at a time is another great way to save a lot of money. Sometimes newspapers will only give you one or the other, either an agency discount or better rates for prepaying for longer run times. However, some will give both types of discounts.

I strongly recommend that you weather the storm first and ride the small waves before taking on the big Kahuna. In other words, yes, advertisers want your business and would love to take all your money for an 8-week run. This means they just made a big commission. It is fine to do that and they sure deserve it and much more but only after it is earned. You need to make sure that you are making it in that newspaper group first.

Let's say you save money and they only make you sign a contract that says you can pay later. Well if you don't make it and you are working at McDonald's... how long do you think it will take to pay that bill before you are allowed to advertise with them again?

I know because even with one successful ad campaign, I got tempted and went out on a limb and lost a lot of money on my 8 week test. I had violated my own rule... **START SMALL on ALL TESTS!** Thank goodness I had a successful ad campaign that gave me money to hand over to them when the bill came.

Listen, I just care and want you to be smart. One of the purposes to expose my journey and secrets to my success in this e-book is to also reveal the type of snares and traps to be aware of, so that you have a very happy and healthy home life. This is for your financial freedom and not to wage war in your household because you mortgaged your house to go into business. So be smart, start small, test-test-test, and do not give in to an advertising representatives temptations. You need to listen though, as they may be giving you some really good advice but learn to filter it and go with your initial gut feeling and educated decisions.

I was a big fan of the Dr. Phil show and it is primarily because I am a single dad. I don't always agree with everything, and I do filter what I hear, as it is a hit or miss advisory show. However, I don't want to miss out on what may be discussed to help me be more balanced for my baby girls. Again it's OK to listen, act on a few things but make sure you run a filter on it. Take what you want and leave what you don't need, but do listen.

I have interviewed a lot of successful marketers over the past few years. One of the questions that I always enjoy asking because the answer is usually always the same, is this: What would you do if you had a tragedy in your life, that had caused you to lose your business? If you lost it all, ruined your credit, had no support system, were being sued by creditors for all your unpaid bills, and even had to offload your websites, businesses, and even sell all that you own just to pay rent? Here is how the majority responded to this question.

First, they said that as much as they hated it, they would go back to work. Then they would take a few dollars out of each paycheck and place small ads in weekly rack stand newspapers and in FREE online newspapers until they had enough money to go into an advertising network for lets say \$100. This would of course be done on one of their past proven ad campaigns and products or as an affiliate to someone elses web site. They would live ONLY off the money from their job and roll all business profits back into itself until they had enough money to compete in the medium markets like multiple ad network groups, so that they were in 100's of papers. After that, they would save and roll that money slowly back into all the papers they used to be in and then pay the bills, etc. and are you ready...tell their boss whose been treating them like a moron to take a flying leap! If you are that lucky, as they have exclaimed they would also if given the chance, buy the company they used to work for and fire their old boss, then sell the company. Think that's funny! Well it's not likely to happen entirely that way, but you get my point.

If you come from major success and ever have to start over, people will either think you are a BIG LIAR for telling them of your past experiences, or look at you like you are a NUT! So you know what... go wine and dine their boss, grease him with some big bills just to look on your old bosses face as you and his CEO are out swinging golf clubs together.

If you think that I speak from experience then you are exactly right! I have in the past been through the ringer myself! Guess what, I will never take that again and as an author of this e-book, I won't let you take that either. Send them to me and I'll tell them what they can do with themselves. I can't protect everything that you do, but I don't like dream-stealers and lip smackers that are here for you when it's good and leave when it gets bad. As my client, I owe you that type of protection. OK, enough of that. I just want you to succeed in whatever it is you want to do.

### **A. The pipeline affects – it's both a science and an art**

There are a lot of mind boggling head games that come into play that can really make you think you have failed with classified advertising. This is why SO many people quit. I want to assure you that numbers DON'T LIE, only the people that handle the numbers lie. Since you will be governing your own business groups, I am sure you won't be lying to yourself, so here it is. Here is what took "STUPID" me over 4 months to figure out in the newspapers. Once I learned this secret I was forever changed.

Let's say you ran a 20 word test ad for only one week and it cost you \$16.00 for a 25,000 circulation and you had no sales. Then you go and run the same 20-word ad for \$129 in an advertising network for a 700,000 circulation and received 4 orders. So you ran a \$129 ad and directed your domain name either to a review or landing page or it went straight to the affiliate web site you were promoting.

Your take on those 4 sales was 75% of \$34.95 - lets say Clickbank's 7.5% + \$1.00 processing fee, which was around \$4.00 left you with \$30.95 x 75% payable to you and ending up with a grand total of \$23.21. You had four sales, so 4 x \$23.21 is \$92.84 and you paid \$129 for that ad. Hmm... now you are thinking you bombed so you quit!

Number of Sales	Price	Your Cut	Fees Paid	Amount Earned	Ad Costs
4	\$34.95	75%	\$4.00	\$92.84	\$129.00

Believe me, I wanted to quit every week trying to crack this system but didn't. Did you really fail? **Hmm... watch this, look right here! Are you ready?** Because you were in multiple states and many papers on the advertising network deal, chances are good while you are sitting there hanging your head and crying... someone picks up an old paper laying around their house or bio plasma center from your last weeks ad and buys from you. Now that's one more sale at no more cost to you. So \$23.21 x 5 = \$116.05 and you spent \$129. **Big WOW you lost only \$12.95.**

Number of Sales	Price	Your Cut	Fees Paid	Amount Earned	Ad Costs
5	\$34.95	75%	\$4.00	\$116.05	\$129.00

Do you think it was worth it yet? Maybe not, but watch this as this is a very critical time for you and your existence because your LOSER buddies or friends, if revealed are laughingly saying... I told you so. Send them to me, all of them I'll straighten them out.

**OK ready, here we go again, OK?** Let's see where we are going with this. If you are half way to 3/4 of the way to breaking even on an ad with one week's circulation, you stand a good chance to make it. If you break even, your done... you did it, and I will show you why in a minute.

So now you have recovered from your depression because that 4th sale gave you inspiration while you were not in the newspapers with your ad on week two. You manage to squeeze another \$129 out of your profits and then some to do it all over again, but this is where I strongly advise to check a few things first.

I recommend that you get someone to install for you or do it yourself if you know what your are doing, what I call a Squeeze Page . This is a page that allows people to fill out a name and email address in an auto-responder form field on your page and then re-direct them to your affiliates site or your landing page where you wrote the review of that affiliate and they can then click through that link.

What we want to find out is how many people are visiting your web site filling out the form and not buying. Let's say you had only 10 people come through the form on your page and you were offering them a FREE down loadable gift or scam BEWARE report for filling it out. I like to times that number by 2. So if you give the right urgency for people to fill out your form, just figure 20 people came to your site but only half of them wanted to submit their info. This could actually be more or less; however, 20 people in my opinion seems kind of low for a million circulation newspaper group or even a half million circulation.

A lot of my conversions were 1 out of 20 visitors resulting in a sale, but this was because of my huge pipeline effect. Remember we want to track our visitors and sale conversions and then figure out how to offer some more action words, ad exposure tricks, or incorporate the word FREE in our ad to get more visitors. This is where you can consult your representative, recheck if all the ads went out correctly, any ad groups that screwed up typing your wrong domain name and recheck the section of paper that you are in.

OK, Now that you have set up a proven way to keep track of your visitors, and make sure all was good on your last ad, this is were you need to learn to take a leap of faith. You know you will potentially get at least three sales per week to off set your costs on your ads if you do a 2-4 week test run for

\$258-\$516. ■ STRONGLY recommend this test at this point. Let's say you get 5 sales in week one, then on week two you get 3 more sales + 2 more straggle in from the last week's paper, that's 10 sales in two weeks so far. Now in week three you get 5 sales and 2 more from week one's old newspaper and 1 from week two. That's now 18 sales.

Pipeline Effects						
Number of Sales	Price	Your Cut	Fees Paid	Amount Earned	Ad Costs	
5	\$34.95	75%	\$4.00	\$116.05	\$129.00	
3 + 2	\$34.95	75%	\$4.00	\$116.05	\$129.00	
5 + 2	\$34.95	75%	\$4.00	\$162.47	\$129.00	
5 + 3	\$34.95	75%	\$4.00	\$185.68	\$129.00	
<b>Totals</b>				\$580.25	\$516.00	
Later Sales from Old Newspapers Lying Around				\$92.84	No additional	
					<b>Profit</b>	<b>\$157.09</b>

Now in week four you get 5 sales, from week one you get none but for week two you get 3 from the old papers still sitting around in people's homes, and week three you get 2. That's now 28 sales and your average is 7 sales per week. You paid \$129 x 4 weeks and hopefully got a better discount by using the prepaid method of 4 weeks at a time or by using your agency discount. But let's say you did pay full price at \$129 x 4 weeks at \$516 and you got \$23.21 per sale times 28 sales, which is now \$649.88. You have just made a \$133.88 profit, but wait, it gets better. You are now out of the papers for a week and you get 1 to 4 more sales from week 2, 3, and 4 old newspapers that people are just now getting around to reading. That's another \$23.21 to \$92.84 to add so you have either \$673.09 with a \$157.09 profit or \$649.88 + \$92.84 for \$742.72 and a \$226.72 profit.

And believe me when I say that when you are in the newspapers with an ad that is working well for you for over 6 months, the pipeline gets better and comes in many combinations and in all of the papers you are in. Let's say that one paper group one week slows down but with all the other ones you have record weeks. Then on the following week the other paper group breaks even but your other ones crank. See? This is why you need to be in as many as possible to always keep your monthly volume up.

One hand scratches the others' back when it comes to your papers. They all work together as a team and at different weeks some pull more weight than others. It's when one group stops pulling and starts to FREE-load over and over again that you'll need to investigate and make a good business decision on that. Maybe some new ad rep is screwing up your ad or mistyping your domain name. Remember ad reps come and go, so when there is a change of

command, always get in there and work closely with them until they get it right, OK?

Did you know I was in the tabloids with no breaks for a consecutive two years? Do you know how many doctor's offices and other places those tabloids are donated to and lay around for months and even over a year? Well, guess what, I tried to stop one of my advertising businesses due to a change in some products. When I pulled my ads out of the tabloids, I had orders coming in for over a year from old tabloids that had my ad in them. Since I was no longer offering that product any more, and as thousands of dollars every week kept pouring in, I just kept sending all the checks back until I had to close my UPS Store mail box up so the mail person would automatically return them.

**Listen to me please.. That's powerful!** I couldn't stop the money if I wanted to, as it had been advertising so long in those papers. I had over 500,000 visitors a month on one web site and it kept crashing 4 times a month, until I learned something called bandwidth and how to back that up. That's what 6,000 papers did for me with only one ad.

## **B. Using auto-responders to see if you have visitors**

Did you know that Auto-Responders are one of the most powerful marketing tools for a web site I have ever discovered. For one thing, they capture all of your prospect's information even if they did not buy from you. This gives you a data base that you can separate into two categories. Your A List and Your B List. Let's talk about the use of it first.

**My B list** is compiled of prospects who have not yet made a decision on purchasing my products or services. I like to convert as many of my prospects from my B list into sales, because I have spent a lot of money in all my newspapers just to have an opportunity to sell my products and services to them. Many people on your B list are people that need more repetition and reminders, are waiting until payday, or just have not been communicated to in the right way yet. When your [Auto-Responder](#) messages continue to cater to the questions they might still have, their needs, and wants or desires, some will go ahead and start to commit.

When using an [Auto-Responder](#), your client or prospect has agreed to allow you to update them on whatever it is that you have offered for your e-zine (electronic newsletter). You also have the ability to send these prospects that have not bought from you yet, more updates, reasons to buy from you, and other product links that they might be interested in. You have paid dearly to fish that prospect out of the newspapers, so keep him or her around for a while and try to find them the right shoe that fits their budget and needs.

It does not cost you ANYTHING more to allow your [Auto-Responder](#) to automatically send them messages every other day that are all pre-written and by a program that's hands-free. If you convert 50 more sales 6 weeks from when those clients checked out your web site, you just made more net profit and your weekly ad costs are minimal.

What I like to do is always have an [Auto-Responder](#) on my web site or squeeze Page when I first test ads so that I can see if my ads are even bringing people to my web site. If not, then I know it is not a good ad, bad placement, representative error, web site went down sometime when I was gone, or the right urgency for getting people to fill out my \_\_\_\_\_ Auto-Responder form was not enticing enough. After I investigate and find out that it was the ad because my domain name hit statistics reflected very few hits, then I know I have to rewrite, reclassify where I place my ad, dress my ad up more with font, or bold, and then get that back in the paper.

Once I have the visitors I feel that are adequate for my conversions and it is my web site that is new and being tested but I have zero or few sales, then I know my sales page and web site needs more work. Once I get orders, I like to interview some of my clients as soon as I can, for some honest feedback so that I can make any additional product or service improvements as quick as possible to avoid refunds and keep my customers happy.

**My A list** is compiled of my buyers that I now have a rapport with. This means for FREE and without any other marketing expense you can create or find a new product or service and share it with them, which can give you even more sales.

So let's say I have spent \$100,000 in newspapers, and now have let's say over 10,000 clients that know me by my products, services, or business name. They are going to be more receptive to listening to me if they liked my first product. As much as I love my clients and love money, I am very careful not to overwhelm them with pointless offers or things that are of little value. However, if I find or develop something that will go along great with what they are into by what they purchased with me in the past and it meets my approval; YES they would want me to share that with them, and so it is the same with your clients.

This is called back-end sales. If you have 10,000 clients and 200 of them do business with you again with only a \$49.95 product and you made \$22.00 off of it because it was an affiliates down-loadable product that you resold, and it was so good you just had to share... Then you have just made over \$4,000 of FREE money. Run that against your monthly advertising costs. You will see how cheap your advertising becomes and your bank account will sky rocket!

Auto-Responders automatically follow up on your customers in order to make them buy from you again. They can also be used as a contact form so

visitors/members can easily contact you; it will send them an email letting them know you will contact them soon. They will automatically send a "thank you" email to everyone who has made a purchase from your site along with automatically sending out a series of marketing emails to subscribers; for example an online course on the subject of your site. You can personalize all emails so that they look like they were sent by you personally!

Did you know that even Don Lapre from the TV Show Making Money (his old show) sold MMP's (Making Money Packages) at \$39.95 plus Shipping and handling. He would spend around \$300,000 to \$350,000 a week just to air his late night early morning 30 minute infomercials. He averaged around 15,000 to 20,000 packages sold a month in his best months.

**Do the math, are you ready?** Even if he sold all 20,000 Making Money Packages a month and only paid \$300,000 per week of air time that was still only \$799,000 of sales that month but get this... it cost him over \$1,200,000 of advertising. So \$1,200,000-\$799,000 was a loss of \$401,000 each month and Don Lapre had tons of refunds and charge backs.

So how did he do it you might ask? He had to have a back end that was bar none as far as huge profits and lots of sales. He sold extensions off of 900#'s. You see Don rented the 900#'s from the phone companies for around \$2,500 a month. He used 4 to 5 digit extensions to resell to that one number at \$478 a piece. Do you know how many different extensions there are in 4-5 digit different combinations? Tons! The client would get a book on how to use it and the number that hundreds had but with their own private extensions. So for example if I had 1-900-555-2222 ext. 1234 you had 1-900-555-2222 ext. 1235 and so on.

Yeah, Don made huge profits and to rent those 900#'s from the phone company each month was peanuts. Don rented lots of numbers but in his contract that you received, if you didn't renew your line by default by not contacting the office in that year, he could reassign and sell it again to someone else. Most people quit the business so he sold those over and over again.

Now just because I have my own issues with some of Don's products and services, I don't want this to be about him. What I am trying to tell you is that Don knew he could lose his shirt on the front end of reaching out of the TV and shaking your hand with one product to get the rapport going because his back end made him over \$8,000,000 a month profit. Then in two months he would have the staff call you back and cheer you up as there was no activity on your 900# and sell you a web page for hundreds of dollars or if you had 4-900 line extensions, it would be a 1-\$2,000 sale.

Your web site was, like everyone else, as just your number and extension was dubbed in, so it was a huge moneymaker for him also. Please come up

with better back end products and services, but overall, if all you did was break even in newspapers, your back end could make you millions. Think I'm kidding? No way; the gospel truth here, so keep your database well organized, OK?

Whew! This was a rough chapter to write. I still feel so guilty selling all those 900#'s for Don. A CBS correspondent by the name of John Blackstone interviewed me some time ago about Don's new business. He and I both agreed to give it a rest as I persuaded him to find a new story topic on someone different. I said that Don is losing a lot of money and his reputation, so let the show die on its own if it's not meant to be. Mr. Blackstone agreed and moved on to bigger and better things.

### **C. Best type of opportunity papers**

There is no question about it, that the best type of getting started opportunity newspapers in the country are the FREE rack stand newspapers. These are the newspapers that you see inside stores like 7-11 that say FREE. They usually go out on Wednesday, Thursday and Friday of each week to stores and mailed to homes. They are FREE and there is a huge market that picks up the paper and even kids bring them home for parents to read. These papers have a HUGE readership, along with a decent circulation.

Most importantly they are very cheap to advertise in, but there is one thing to remember when advertising here. You need to keep the ticket price of your product or service relatively small. I always say between \$19.95 and \$39.95. If you go below \$19.95 it is hard to recoup your advertising investment on the other hand if you go above \$39.95 most people won't buy, so if you get two sales and one of them is a refund you only have one in your pocket. The higher the ticket price above this price in newspapers, the more likely it is your prospect may want to speak with you before he or she buys.

So keep it below \$39.95 if you can however, e-book products like the "Rich Ad Freak" do seem to perform well in newspapers even at \$97. You want lots of sales and email support ONLY! You will have NO time for phone calls and tire kickers at the rate of all the orders that will come in. Remember it is better to get a little from a lot of people than a lot from one person. You are completely bound to that client with shackle and chain if they spend thousands with you once in order for you to escape the refund period. Don't Do It!

### **D. Testing newspapers, new ads and different sections**

The key to placing ads in newspapers and developing an award winning campaign is simply TEST, TEST, TEST! I can't stress this enough. Have you

ever applied for a J.O.B. (Yuk) and kept getting turned down for no apparent reason? What did you do? Did you stop looking for that type of employment and starve? I sure hope not. When the kids are hungry believe me, you'll change your approach and attack it from all angles until you are working.

It's okay to get discouraged in business (placing ads) but in my business, you are ONLY allowed 24 hours to soak yourself with wet sobbing tears like you just got done watching the Dr. Phil show. However, come tomorrow morning you better be able to stand up, look yourself in the mirror, get mad as you can and attack the employment with all means necessary until you find out what works and what does not in the interviews. Change the resume, change your clothes, change your attitude, change your target employer and by all means please take a shower.

Remember the kids are hungry, Mom? Dad? Are you with me? Well then... It's also true in newspapers. After you try something, try a mild spin on it a different direction or make drastic changes but do TEST, TEST, TEST! Another tip here: the reason I was always able to make lots and lots of money was simply to ASK LOTS OF QUESTIONS. No question is a stupid question. If someone laughs at you, well then SCREW THEM, they just hate their miserable lives. Send them to me I'll have them for breakfast. No, seriously though you need to ask LOTS and LOTS of questions and ask them ONLY of people who are doing better than you or/and in that niche. A great place to ask questions is forums.

I am also a Poet. I like to get my early morning inspiration from poetry as it really moves me. The Blazeman, whom was just featured on one of our major networks, was recently diagnosed with Lou Gehrig's Disease but finished the iron man race despite of this crippling disease. I was very inspired by his Poetry and could not believe this incredible man's story. The Blazeman's story should be enough to get you off of your butt and motivate you into getting serious in what I teach. If he can run a iron man race in this condition, then you can build a solid business, believe me!

### **E. Knowing the power of persuasion**

Knowing the right buttons to push in sales is very essential to making a lot of money. There are many things that people like to hear but very few things make people respond. The first thing I would like to stress in getting ones attention is "**HOPE**". If you can create hope for someone then they will be more willing to listen and/or respond to what you are saying to them.

The second thing is called "**URGENCY**". Urgency buttons are a MUST to be used and pushed. If you let someone believe that timing is critical for your

offer as opposed to telling them to take their time, then you will convert more sales.

The third thing is to speak with some kind of genuine **"AUTHORITY"** regarding the subject that you are teaching or telling them. People are always looking for a leader, so lead. If you are teaching them or instructing someone on how to do something even if it is just on your sales page of your web site, then by all means necessary be an authority. Do Not Let Them Down. Lead! Lead! Lead! Everyone is looking for a hero and is literally screaming out to you, HELP ME! HELP ME!

Lastly you need to appear to be **"UNBIASED"**. Unbiased people are far more trustworthy to your prospect than someone who is sending out an S.O.S. because rent is almost due! Don't let them see that or through you, OK? It's OK to be broke and want everyone to only order from you, so be authoritative, but remain unbiased as if you don't care if they jump in a lake tomorrow. You want to educate them because you care. If you need to know more about this, then just go to my home or sales page again at **WSO Gone Wild** and study how I got you to order my e-book. It obviously worked right or you would not be reading this right now.

#### Chapter 4: Most Profitable Sections in The FREE Newspapers

Below I have listed my favorite and top number one newspaper sections in their chronological order as per the type of offer you are presenting.

##### **A. Employment opportunities**

This is the section that most people advertise jobs in; however you can advertise some work-at-home programs here. An example of a product or service that you may want to run in this section is [Paid Surveys From Home](#)

**\*\*\*Go to [Clickbank](#) and sign-up for FREE to be an affiliate marketer and then visit the following Paid Survey and Mystery Shopping [Jobs](#) web sites and sign-up for their affiliate programs. Then we need to get some ads written for you.**

- 1) [Survey Scout](#)
- 2) [Shopping Jobs Net](#)
- 3) [Shopping Jobs Here](#)

## B. Work from home

Work from home is also a very good place to feed your ad to. Many readers are looking here for new ideas to make money in. A nice product to first buy and then promote is "[Bring The Fresh](#)"

**\*\*\*Go to [Clickbank](#) and sign-up for FREE to be an affiliate marketer and then visit the following [MarketPlace](#) and sign-up some of the affiliate programs there. Next, we need to get some ads written for you.**

## C. Mail order

This has always been one of my favorite sections. I like to use this for many of my new test market advertising campaigns from the word go.

**\*\*\*Go to [Clickbank](#) and sign-up for FREE to be an affiliate marketer and then visit the following [Clickbank Mall](#), [Cash Grant](#), and [Marketing](#) web sites and sign-up for their affiliate programs. Then we need to get some ads written for you.**

- 1) [Clickbank Mall](#)

## D. Autos

This is a very untapped market still and LOTS of room for competition. You could advertise different types of vehicles with different ads for each one along with different web or URL addresses for each.

**\*\*\*Go to [Clickbank](#) and sign-up for FREE to be an affiliate marketer and then visit the following [Auto Auction](#) web sites and sign-up for their affiliate programs. Then we need to get some ads written for you.**

- 1) [Car Auction Sources](#)
- 2) [Government Auction Pass](#)

## E. Real estate

One of the most lucrative markets right now is real estate and everyone is buying. Anytime you have an opportunity to promote something that has to

do with homes, or property... Do It! This is a GREAT [Real Estate](#) web site to promote.

**\*\*\*Go to [Clickbank](#) and sign-up for FREE to be an affiliate marketer and then visit the following Real Estate web sites and sign-up for their affiliate programs. Then we need to get some ads written for you.**

- 1) [Zero Down Real Estate Investing](#)

## **F. National marketplace - miscellaneous**

In this section the reader scans for just about everything. The advantages of using this section in the newspapers is that you may have very little competitors so double-booking your ad here, as well, could pull you way above your competitors. You can visit [Clickbanks Marketplace here](#).

**\*\*\*Go to [Clickbank](#) and sign-up for FREE to be an affiliate marketer and then visit the following [Marketplace](#) and sign-up for their affiliate programs. Then we need to get some ads written for you.**

- 1) [Business to Business](#)
- 2) [Health & Fitness](#)
- 3) [Home & Family](#)
- 4) [Computing & Internet](#)
- 5) [Money & Employment](#)
- 6) [Marketing & Ads](#)
- 7) [Fun & Entertainment](#)
- 8) [Sports & Recreation](#)
- 9) [Society & Culture](#)

## **G. Business opportunity**

I am not opposed to business opportunity ads, however this is the very last section that I would ever book my ad in. I always try to steer clear as much as possible of this section. If for some reason your ad representative says that you need to be in this section due to the type of ad you have, then try to reword and reclassify your product and get to a different section. The main reason is because this is a VERY heavily advertised section and you will simply get lost in here. With so many ads in this section it is harder for

anyone to see yours. You will also be dealing with a network marketing mentality and that is whole other world.

**\*\*\*Go to [Clickbank](#) and sign-up for FREE to be an affiliate marketer and then visit the following [Business Opportunity](#) web sites and sign-up for their affiliate programs. Then we need to get some ads written for you.**

1) [World's #1 Lotto System](#)

Chapter 5: One Ad in Over 6,000 Newspapers With One Phone Call

Many people, through the course of time, have often thought of classified advertising in newspapers but were discouraged due to the thought of having to call thousands and thousands every week to renew their ads. This has been a myth for the masses that were in pursuit of the same dream that I was able to achieve, and I would like to take a moment once and for all to clear up this myth and the legend of classified millions.

I used to be like you and talk myself right out of placing ads, due to all of the hard work that I imagined it entailed. The fact is that it was much easier than I ever thought. You don't have to make thousands or even hundreds of phone calls each week just to place or renew your ads. You can do it with just one phone call. That's right and I will show you how.

First of all, you need a reliable advertising representative that works for a newspaper company and has the rights and ability within his or her organization to place you in other national newspapers across the country. Once you are able to locate such a person you will need to see references of the type of accounts they are used to placing and working with. For example if that person only handles automobile ads, this would not be the type of person to handle my mail order ads. You can inquire within that organization for the appropriate person.

The best and most reputable company I have come across to place your ads with is Nationwide Newspapers Advertising. They can place your ad in up to 21,000 newspapers with just one phone call or up to 100,000,000 circulation. Nationwide Newspapers has been in business since 1999, and has an A+ rating in the Better Business Bureau. They are the largest newspaper placement service. They offer both online and newspaper print ads. Weekly newspaper ads start at only \$10.00 per week. Online ads start at \$7.00 per month. You can place anything from just one newspaper to up to 100 million circulation with just one buy!

My rep at nationwide is Cliff Whitt. You can reach him at 407-909-1644. He can help you with any campaign you have in mind, and will know the right newspapers to recommend to you. Their e-commerce website is [www.NationwideAdvertising.com](http://www.NationwideAdvertising.com). They also have an online newspaper at [www.NationwideNewspaper.com](http://www.NationwideNewspaper.com), and have just launched their iPhone app (Nationwide Newspapers), where you can place low cost online ads with pictures.

There are major advertising deals across the country called Advertising Networks. This is where you pay pennies on the dollar to be in hundreds and even thousands of newspapers. The way it works is simple. Hundreds of newspaper companies big and small join these networks so they can sell the network deal and quote a much higher circulation rate. If the newspaper company has only a 30,000 circulation for \$7 but a circulation of over a 1,000,000 at only \$100 for the week by placing you in the network, then that is more attractive to the advertiser. Your ad will be seen by a lot more people this way for very cheap!

Now the question might arise how are they able to do this for dirt cheap. If you called up all 300 newspaper companies at 300 phone calls in multiple cities and states and placed \$7 weekly ads individually for let's say 300 papers x \$7 that's \$2,100 for the week. WOW! That's horrible isn't it? What would you rather do? Place an ad for \$100 or the same one for \$2,100?

The newspaper advertising networks get more business doing this, but only the newspaper company that is in the network that gets the phone call for the ad by the client can charge for the placement.

You see you can make one phone call every week to place all your ads. How is that for EASY? One call each week and in thousands of papers eventually. People will think you are a genius because of how many ads you have in thousands of papers. I was treated like a KING by those that knew of my work.

### **A. Blind ads – anti-marketing ads**

There are many different types of ads a person could write in order to generate traffic from the newspaper to sales page of their web site. Yes, you do want an ad that pulls like crazy to get the reader to your web site to see if your web site has merit. One of the most successful ways to start out if you have no other competitor ads to refer to for examples, is what is called a blind ad. A blind ad's purpose is to create curiosity, urgency, and excitement without revealing what the actual ad is about. This makes the reader so curious that they are just dying to go to your web site to see what it is you are talking about.

**Here is an example of a blind ad for an on-line casino program.**

**Earn \$4,000 Playing Games!**  
Play P/T or Full Time!  
Play From Home! Get Excited!  
Daily Cash Available!  
**Your Domain Name Here!**

In the above ad we have left out several words and phrases that might tell the reader exactly what this ad is all about. They know there are games involved on-line and that sounds fun, but they will have to get to the web page to learn more. Now I like to use blind ads to generate traffic until I know my web page is pulling in sales and that it is a good web page.

**Here is another example of a blind ad that is even more vague and less descriptive.**

**Daily Cash! \$1,000's Weekly!**  
Work for home! Get Excited!  
Earn While You Sleep! Limited!  
Start Immediately!  
**Your Domain Name Here ®**

By the way if you get the chance try to get the ad rep to place a copy right © or registered trademark ® symbol in your box ad. This makes you look more official and scares off your competitors who try to write your exact word-for-word same ad and advertise next to you. See the ® symbol in the above ad next to the web site address.

### **B. Basic line ads vs. box ads**

**Basic line ads are ads that have no border around them. They are usually 3 – 6 line ads like the example below:**

**\$1,500 WEEKLY** working  
From home! Work P/T or F/T  
Earn more than your Boss!  
Urgent! 2 Positions Left!  
[www.SurveysPaid.com](http://www.SurveysPaid.com)

**Here is an example of a box ad:**

**I'm Rich, You're Stupid!**  
I make \$1,000,000 a Year!  
Don't be a Pathetic Loser!  
Be Rich Like Me or Go Away!  
**www.TheRichJerk.com**

Box ads stand out more and you will only pay a few bucks more for that. Beware of display ads. They are very expensive when you are starting out in newspapers. Display ads have graphics and pictures in the box. Always start out with basic line ads or box ads, OK?

### **C. Know the ad rules**

It is important to know the ad rules of the newspapers before you start writing your ads. If you are advertising a new product or service with a brand new test ad here is what you will want to know about the paper you will be advertising in. Find out if your ad will be placed alphabetically, or by seniority. For example if you write an ad that starts out with **Want A Car?** and it is placed in that section alphabetically then you may find your ad to be the very last one listed in that section because your first letter of your ad is a **“W”**. You want to be seen as soon as possible so reword your ad to this... **A+ Want A Car?** The A+ will get the readers attention plus pull your ad to the top. If for some reason it is based on seniority of by when the other advertisers first started advertising, then it does not matter, so just write the best ad possible.

### **D. A voice-mail script that made me a million dollars**

Remember that [Voice-Mails](#) are important to take your calls when you have a lot of business. But what if you have too much business and you can't possibly get back with everyone? Here is what I did when business became so overwhelming to handle all of the calls. It's called an information hotline with a take-away script.

As some of you might already know, people often get curious about your business practice before they buy from you and often contact the (BBB) Better Business Bureau for information. I always gave the BBB my local hotline number to post on their BBB web site. I also posted this on my many websites. Here is what my Voice-Mail script said.

#### **Voice-mail Script: Discount Voice-mail (No 800#'s)**

*Hello and thank you for calling Strategies, Inc. Due to the overwhelming response to our ads we are embarrassed to say we can't possibly handle all the calls that are coming in. We do reserve the right to work with our customers first, and as a customer, you do receive 24/7 support via email. If for some reason you still feel uncomfortable doing business with us, before*

*talking to us on the phone, then unfortunately this opportunity is probably not for you at this time. Please accept our apology and call another ad. Thank you and have a great day!*

This was a [Voice-Mail](#) hotline that did not allow the caller to leave a message. The voice-mail system cut the caller off and hung up the line after the information was given to them. It was also a long distance number and not an 800#. You do not want to be paying for an 800# bill. Let the caller dial through their long distance carrier.

This voice-mail script actually made the callers more anxious and curious to do business with me, as it sounded like I did not need their business, so I tripled my orders instead of pushing them away. I used reverse psychology on my prospects and did not have to take a million calls. Only when they bought from me, they were sent an automatic email address for support, but not before then.

## Chapter 6: Tracking Your Ad Campaign

Tracking your ad campaign is the very key to measuring the success of your ads. There are many ways to do this but I have outlined a few for you, so that you can keep control of your spending from the onset of your first campaign.

### **A. Tear Sheets and Websites**

Tear sheets are used by advertising agencies to see which ads have gone where. This is usually given to the advertiser by request only. This is the page where your ad is running for the week and instead of sending you the whole paper the ad rep just tears out the page of where your ad is and sends it to you. You can request tear sheets of all the papers you are advertising in, in order to check that your ad was typed and worded correctly each week. Some newspapers will state, however, before advertising that tear sheets are not available so know the ad rules here to okay?

Web sites always have a hit or statistic counter and report. This is usually found within your web hosting package of your domain name. You can refer to these raw numbers to see and track your daily hits and visitors from your ad. This will help tell you when your ad goes out, if people are even visiting your web site or not. It is important to track your ads so that you know what changes need to be made.

### **B. Auto-responders**

I have always found Auto-Responders to be a great way to track the response of a new ad. When you use [Auto-Responders](#) you are able to see how many people actually have visited your site and filled out the email and name portion of the form. This also gives your [Auto-Responder](#) a chance to send the visitor an instant message and for you to trap their contact information for further follow-up. Remember you paid a lot of money to fish them out of the newspaper, so maximize your campaign efforts. If you get 40 visitors on your domain hit statistics with only 30 people filling out the form on your [Auto-Responders](#), but you have no sales then at least you know that your ad is pulling from the newspapers. Now you will have to make some changes on your web site sales page so that the visitors convert into orders. After I build a newspaper pipeline, I like to convert 1 out of 20 visitors into a sale. Those are great numbers.

### **C. Customer feedback forms**

It is very wise to hear what your customers or visitors are saying about your products or services. I like to always provide a customer feedback form on my web site. This can be used for two things.

1.) You can hear what your customer or prospect thinks of your product or service and make the necessary changes to keep all your customers happy. For example, if you get some negative feedback that keeps coming up about a specific thing that your product or service is lacking, then by all means add that to your product or service, so that it can be twice as invaluable to them.

2.) If you get lots of praise from your product or service, then email them back and ask them if you can use what they have stated as a testimony on your web site. Testimonies help prove that your product or service is good, which helps you create more sales. So use a feedback form from the start of a new campaign and web site to help tailor fit what you are offering more to your clients.

#### Chapter 7: Award Winning Ad Roll Out

Now you have an ad that seems to be working pretty well. You are making at least \$100 profit in each advertising network group and in some over \$500 profit. It is clearly time to expand in as many newspapers as possible. Remember **Cliff Whitt at 407-909-1644** can handle your national role out all over the country.

#### **A. Double booking your ad – A MUST**

Sometimes it is good to go back and double book your ad in newspapers as you are expanding. For example, if you are in the work-at-home section of a particular classified ad network group, then you can also see how your ad performs in the mail order section of that network each week. Chances are good if you paid \$100 for each section that you could bring back \$200 in sales in each section and double your profit each week. I have always found that if I had a great performing paper group, then I would get in there a couple different times because I knew it had great exposure and that there were different readers in each section each week. This is something that most advertisers miss, as they are out expanding in new groups, but with only one ad placement per group. Big mistake if you ask me.

## **B. A Guarantee better net profit – lowering business costs**

There will be a time when you are trying to streamline your business to help make each day a little easier with all the tons of orders that you are receiving. You will also be looking for more ways to make even more net profit. One guarantee to making a business more profitable is to lower your operation costs. This may include going back to your ad rep and paying for 8 weeks at a time for a better rate or negotiating your product fulfillment costs. Whatever the savings this is one guarantee I do have. There is a guarantee better net profit just waiting for you if you can bring down your overhead or advertising costs. Look for things that you do not need anymore in business and get rid of them. Then look to consolidate services for a better price. I always do this every quarter while I am rolling out another ad campaign. I call this spring cleaning.

## **C. A gift & save department can double your income**

When I used to work for the TV Show Making Money with Don Lapre, we used to have a save department and gift department. What this allowed us to do was to hear from our customers and why they wanted a refund. Most of the time people expressed that they did not understand the programs that Don was teaching and selling. What we would do is offer to give them a FREE gift of some kind if they stayed with us and tried our program another month. Almost 50% said okay. If for some reason they still wanted a refund, then we offered to give them a 50% refund and a FREE gift to stay with us another 30 days. This worked another 50% of the time. So out of 100 callers, 50 of them did not get a refund, as they would give it another 30 day trial. 25 people of the remaining 50 would get half a refund and a FREE gift to stay with us another 30 days.

25 people left and got a refund or/and a product swap for one of Don's other programs in exchange. What Don was banking on is that of those 75 people that gave it another 30 day trial, most would get distracted and he would never hear back from them again. And guess what, he was right. Out of 75 people only around 5-10 would call back after 30 days and look at all the money he saved and thus doubled his net profit having this save and gift department. This has worked very well for a lot of advertisers in the past so do consider it.

Chapter 8: FREE MONEY For Up to 2 Years

In the next sub-chapter I am going to show you how to get FREE MONEY for up to two years. Does this sound incredibly ridiculous and insane? Well guess what, you are dead wrong. This is where the rubber meets the road. I am living proof of what secret I am about to reveal to you. It is how I turned a

one-time investment of \$2,000 into over \$100,000 in almost 3 years of bi-monthly checks without doing anything ever again almost three years ago. I will show you how you can be even smarter than me and do way more than what I did.

#### **A. FREE MONEY 1 – recurred billing**

About 2 ½ years ago I spent \$2,000 in a newspaper group called N.A.N.I. – National Advertising Network Independent. I was advertising a Mystery Shopping web site that I had built with a members area or over 400 FREE sign-up links to companies that would place my customers with mystery shopping jobs in their area. I started out charging a one-time \$29.95 fee, but decided to try something new. I spent another \$2,000 for a one-week run in the NANI newspapers group, generating a circulation of over 16,000,000 with hundreds and hundreds of newspapers that were in that group.

#### **Here is what the ad said.**

**MYSTERY SHOPPERS**  
needed! Local companies!  
FREE food, Merchandise,  
movies! Limited! Flexible!  
Fun! Easy! Start Immediately!  
**(My Web Site Address Here)**

What I did was change my pricing and the way I charged for memberships. They were told on my order page that they could be a member and access my members area for only \$2.95(credit card) for a 3-day trial offer. If they did not cancel that membership in 3 days, they would be charged \$19.95 and every month there after. If they paid by online check, it was \$3.95 for 3 days and then \$21.95 and every month there after until they canceled. Here is what happened. I had over 1,000 people come in at \$2.95 or \$3.95 that week for only \$2,000 of advertising. Before 3 days was up, I had 30% cancel which left me with over 700 subscriptions.

Then in month 2 I had another 200 subscribers cancel. But here is where it got interesting. In all, I had over 500 subscribers cancel by month two, so I never renewed my ad. I thought I had failed the test and they would keep dropping out like flies. Man was I ever wrong. In month 3 I had very few cancellations but very little activity as far as people logging in to the members area. My hit statistics were low. What happened to my clients, were they all dead, but still getting their accounts charged every month? Not exactly. Americans will be Americans. Somehow in month 3 my clients got busy, distracted, thought they would use the service the next month and never seemed to use it or get around to canceling it.

So you see in 2½ years I received over \$100,000 of FREE money for doing nothing. Every day of every month my clients credit cards and checking accounts were being charged \$19.95 or \$21.95 a month and even when my merchant processor [www.CCBill.com](http://www.CCBill.com) sent them their invoice with a cancellation link for the next billing cycle they still slowly canceled.

Listen up, recurred billing is powerful stuff. Every two weeks for 2½ years my merchant processor [www.CCBill.com](http://www.CCBill.com) would send me out a paycheck. Also every month a few new clients would find me on Google and join my membership and offset the few who canceled. So here is the key. Don't stop advertising and get as many people to month 3 then you will have them for up to 2 years. If you have a great website that offers a membership of some kind, you will definitely want to switch it over to recurred billing by cloning out its replica and advertising it in another marketplace.

[www.CCBill.com](http://www.CCBill.com) is a great and easy processor for recurred billing to get started with.

### **B. FREE MONEY 2 – affiliate traffic**

Here is another and even more powerful way to receive FREE money. Did you know you can offer to pay your affiliates a one-time 75% of the actual membership that they refer to your website? I strongly recommend that you pay your affiliates at least, but no more than 75% of the initial subscription, so that they can get a return high enough to make money and keep bringing you more and more memberships.

Let's say you offer your affiliates a one-time 75% commission for [www.CCBill.com](http://www.CCBill.com) to pay them for every \$2.95 and then \$19.95 membership they bring to you. Now your affiliate is happy and so are you. But guess what? You get to take over their referred client for the life of that client month after month after month, at either \$19.95 or \$21.95 per month. It is

now 100% yours in month 2. See that is powerful. Let's say 80% of your memberships came from your affiliates and you only did 20% of the work.

You would get new accounts every month while maintaining your current subscribers. Soon your \$10,000 per month of recurred billing becomes \$100,000-\$500,000 a month of FREE money and very little overhead. You would be likely to keep most of that money each month because you have NO expenses. Your affiliates are doing the work and paying to promote you.

Think I'm kidding... Just look at what [NetFlix](#) has done with this recurred billing concept using affiliates to bring them memberships. Last I checked they had over \$200,000,000 in their bank account. **Today [NetFlix](#) has more than 3.5 million subscribers and expects to generate over \$660 million in revenues in 2005.**

#### Chapter 9: Successful Campaign is Like an Investor or Cash Grant

A successful ad campaign is like an investor or cash grant that you don't have to pay back. Once you are up and running strong with a very profitable campaign, you can use the money to start another one. Not only can you afford to lose a little trying something different, but now you can test on a much broader and bigger scale. If you happen to get another campaign going right early on, you can ramp it up and grow it out with the money you already earned twice as fast. You always want multiple campaigns so that you are diversified and stable. Make as much money as you can and save like there is no tomorrow. This is how millionaires are born.

**Ⓢ My over tipping story:** I will make this short and sweet. I once gave an average of a \$100 tip to a major restaurant that I ate at. On one day I gave a \$1,000. Then they had a change of management and the new manager was so jealous that his staff would fight over who would serve me, he banned me from ever coming in again. Did you know restaurants can refuse service to anyone at anytime for any reason? Well I called his bosses and my people got with his people, and he didn't sit down for a whole week. Please be smart and careful with your money OK. As you can see, being a show off can cause unnecessary problems or repercussions. Have fun, spread your new found wealth a bit, but look for the signs to slow down. I don't want you kicked out of places because you are too rich and everyone hates you. Doom on me!

#### Chapter 10: The Campaigns That Made Me a Newspaper Millionaire

The Campaigns that made me a newspaper millionaire were Mystery Shopping, Paid Surveys, Home Employment Directories, and Auto-Auctions. Below I reveal ready made campaigns that made me successful. Please feel free to use these word for word.

Chapter 11: Ready Made Money Making Advertising Campaigns

**Site 1 – Mystery Shoppers (Mail Order – Work at Home Section)**  
**Award winning ad!**

**MYSTERY SHOPPERS**  
needed ! Local companies!  
FREE food, Merchandise,  
movies! Limited! Flexible!  
Fun! Easy! Start Immediately!  
[www.ShoppingJobsHere.com](http://www.ShoppingJobsHere.com)

**Site 2 – Paid Surveys (Mail Order – Work at Home Section)**  
**Award winning ad!**

**GET PAID** for opinions!  
\$25-\$95/25-30 minute  
paid online surveys!  
Mystery shoppers wanted!  
\$10-\$25/hr. Free stuff!

[www.PaidSurveysOnline.com](http://www.PaidSurveysOnline.com)

**Site 3 – Home Employment Directories (Work at Home Section)**

**Award winning ad!**

**\$546 Weekly Possible!**

Assemble Products from  
home! Easy Work! Top Pay!  
Start Immediately!

[www.Work-at-Home-Directory.com](http://www.Work-at-Home-Directory.com)

**Site 3 – Auto Auctions (Autos & Car Section)**

**Award winning ad!**

**NEED A CAR?**

\$100-\$500

POLICE IMPOUNDS!

Hondas, Acura's, & BMWs

**FREE** Listings Search!

[www.CarLackey.com](http://www.CarLackey.com)

**Site 4 – Auto Auctions (Autos & Car Section)**

**Award winning ad!**

**NEED AN AUTO?**

\$100 POLICE IMPOUNDS!

Hondas, Toyotas, & BMWs

**FREE** Listings Search!

[www.AutoLackey.com](http://www.AutoLackey.com)

## Chapter 12: My Hottest Newspapers

Below are my hottest newspapers in the country. These are some of the top performing newspapers and magazines that I highly recommend in starting out with for your very first campaign. There is over 100,000,000 circulation just with these papers I have listed below to start out with. You will never run out of papers to make tons of money.

The best and most reputable company I have come across to place your ads with is Nationwide Newspapers Advertising. They can place your ad in up to 21,000 newspapers with just one phone call. Nationwide Newspapers has been in business since 1999, and has an A+ rating in the Better Business Bureau. They are the largest newspaper placement service. They offer both online and newspaper print ads. Weekly newspaper ads start at only \$10.00 per week. Online ads start at \$7.00 per month. You can place anything from just one newspaper to up to 100 million circulation with just one buy!

My rep at nationwide is Cliff Whitt. You can reach him at 407-909-1644 [sales@nationwidewspapers.com](mailto:sales@nationwidewspapers.com). He can help you with any campaign you have in mind, and will know the right newspapers to recommend to you. Their e-commerce website is [www.NationwideAdvertising.com](http://www.NationwideAdvertising.com). They also have an online newspaper at [www.NationwideNewspaper.com](http://www.NationwideNewspaper.com), and have just launched their iPhone app (Nationwide Newspapers), where you can place low cost online ads with pictures.

Below are some of the individual newspapers and top networks he recommends for placing ads in.

Please contact Cliff Whitt at 407-909-1644 [sales@nationwidewspapers.com](mailto:sales@nationwidewspapers.com) if you have any questions, or to place any of these ads.

**American Classifieds/Thrifty Nickels** - Advertise in these weekly FREE Newspapers! These are proven classified ad newspapers that have been around for over 25 years! Choose from over 100 cities nationwide! Great for test marketing ads! See the entire listing of these newspapers here: <http://www.nationwideadvertising.com/thrifnicads1.html>

**Pennysavers, Shoppers and Weeklies** - Get the exposure your ad needs. Advertise in these weekly FREE Newspapers! Place an ad in Pennysaver, Shopper papers nationwide! These weekly papers are great for advertising your Business Opportunity, Employment ads, or merchandise. Weekly papers have a longer shelf life, giving your ad longer pulling power. See the entire listing of these newspapers here : <http://www.nationwideadvertising.com/penshop.html>

**Cheap Online ads:** Place online at in the Nationwide Newspapers website, as well as many other online sites, starting at just \$5.00 per week, or \$7.00 for 30 days! A great source for online ad! <http://www.nationwideadvertising.com/placonclas.html>

**American Classifieds Network** - Place your 20 word ad in over 3.5 Million papers, all across the United States! Price includes your 20 word ad in American Classifieds(Thrifty Nickels) weekly newspapers. Additional word cost is \$14.00 each word over 20 words. Weekly papers tend to have a longer shelf life than daily papers, and offer an excellent economical way to reach a large audience of readers.

Place your order today, and reach over 12 million readers with this large circulation special!  
<http://www.nationwideadvertising.com/42milweekcir.html>

**Midwest Free Community Papers** - Advertise in the Midwest Pennysaver and Shopper Classifieds! Circulation: 3,000,000. Includes an ad in 140 different Pennysavers and Shoppers in the Midwest USA area. States include Iowa, Illinois, Wisconsin, Nebraska, South Dakota, North Dakota, Minnesota, Ohio, and Kansas. Reach the Midwest United States with this excellent ad buy! Price includes a 30 word ad in all editions. Order your 30 word ad today! Additional words are \$10.00 per word. Deadline is on Tuesday to have your ad in the following week's edition.  
<http://www.nationwideadvertising.com/adinmidpencl.html>

**American Community Network** - Advertise in the American Community Advertising Network! Reach 334 daily and weekly community papers with a

total circulation of 3,694,356. Includes 133 daily papers! Ads run 1 time in each of the newspapers. Daily newspapers can run any day during the week. Price is for a 25 word ad in all 334 papers. AD MUST BE 25 WORDS OR LESS FOR THIS SPECIAL. Deadline is Tuesday at 5:00 pm for the following week's publication. A great buy for 334 papers! Cost for this special is \$525.00 per week. <http://www.nationwideadvertising.com/amcomadnet371.html>

**NANI Network - National Advertising Network** - Blanket the entire United States with a 25 word ad in one of the nation's largest advertising networks, **The National Advertising Network (NANI)**, with a total circulation of over **30 million**. The papers included are daily and weekly classified want ad papers, shoppers, dailies, weekly alternative papers, and community papers, and include papers from almost every state. This is a great way to broadcast your ad to millions!  
<http://www.nationwideadvertising.com/adinnatadnet.html>

**100 Million Circulation Special** - Place a 25 word ad in our 100 Million Circulation Package.  
This package includes your ad in the NANI Network, CADNET, SCAN Suburban Classified Network, Alternative Newsweekly Network, American Community Network, Mid-Atlantic Network, New York Shoppers, Free Community Papers of Florida, Midwest Free Community Papers, SAPA Network, American Classifieds Network, New England Network and Western Classifieds Network, as well as online postings across multiple Nationwide Newspapers online websites. <http://www.nationwideadvertising.com/100micisp.html>

There are many other great networks to see at [www.NationwideAdvertising.com](http://www.NationwideAdvertising.com) .

### Chapter 13: Affiliate Marketing To Start Earning Money Immediately

It is very important to start making just as much money as soon as possible when you first start out. The one thing you don't want to do is spend a lot of unnecessary time and money trying to build a web site for yourself. I recommend that you advertise someone else's web site so that you can start

getting ideas about which product or service that you want to compete with. This will give you some instant cash up front. I recommend that you have someone write a review landing page where you write a review speaking with authority while appearing to be unbiased about the product or service you are writing about. You then can add your affiliate link on that page. Here is where you want to look for products and services to promote, [Clickbank Marketplace](#), [Be Free](#), or [Link Share](#).

If you need to build a landing page you can build one relatively easily with no experience by heading over to [Homestead Website Creations](#). This is what I would do and I would write a review and promote a new clickbank product.

#### Chapter 14: Idiots Guide To Creating Web Pages – For Big Profits

When I first started out advertising in newspapers it took 4 months to learn the psychology of this trade. Eventually I learned some secrets. But it wasn't until I stumbled across this book that my numbers soared through the roof. The book was very humorous which kept me reading. It's called [The Complete Idiot's Guide To Creating a Web Page and Blog](#).

You can see the [Book Image Here](#). After my quick study of one week of building my own web sites from scratch and becoming the master of my own destiny I built my first site. I made tons. With the help of [Paypal](#), Visa and Master Card my numbers went up 1,000%.

You see a web site gets people to do it now. If you wait for them to leave your site and mail a check they get lost and distracted. I would give them urgent reasons to do it now on the web site. I would give them a FREE gift, next day delivery, and a reduced price if they did it on-line. If not they got it in 4-6 weeks, full price, and NO gift. I also had Visa enter them in their \$10,000 sweepstakes for using their card. Last but not least, I stated that this offer might end soon. I did 4/5 of my orders on-line and 1/5 in the mail.

Here is another trick I learned. Since I needed cash up front being a new business, I was receiving 90% personal checks and 10% money orders and cashiers checks in the mail. I had to find a way to reverse this because checks took up to 2 weeks to clear. I did not want to touch the money if it had not cleared just in case their funds were no good. **OK, Look Right Here! You Ready?** Here is what I did. I stated on my web site that all personal checks would be held up to 30 days before product was sent to them but cashiers checks and money order purchasers would be sent out the very next day.

Because Americans want everything NOW, I started getting 90% money orders and cashier checks and only 10% personal checks. I always sent out the personal check orders once the funds cleared though. I had so much secured funds that came in that I could expand in newspapers faster, oh and party a bit.

#### Chapter 15: Hottest Newspaper Products and Services To Resell

Below is a list of some of the top product categories I recommend promoting and the places where you can find more. Just click the link and you will be taken there.

- A. [Clickbank Marketplace](#)
- B. [Auto Auctions](#)
- C. [Real Estate](#)
- D. [Paid Surveys](#)
- E. [E-books](#)

#### Chapter 16: Advertise For FREE and Make Over \$50,000 a Month

Did you know that there are places out there that allow you to advertise for FREE and you could literally make over \$50,000 per month? Well think again because it's true. Below I will show you a few great ones.

##### **A. FREE press releases – PR5 or above**

Here is where I always like to go to get great exposure and to see if a program has merit before I spend a dime. It's called writing press releases. Did you know that you could write a press release on a subject for free and get sales? You just have know where to go.

I like to use [GoArticles.com](#) and [EzineArticles.com](#). They are PR5 Press Release sites which means there is a lot of exposure. You always want to use a PR5 or above article site. This is very important. You could write tons of articles each day on lots of [Clickbank](#) products and services for FREE. Another suggestion is to head over to a forum and use a signature link while you discuss topics. Members here will see your link after every comment you make and can click that and buy from you.

Now just imagine if you wrote articles on your own site for free. Do you know how many new affiliates you could pick up at these places when they visit your site? Now you have more affiliates helping refer you more business. There is another great site that I usually make \$1,000+ on after I write an article on a product I am promoting. It does cost a few dollars but I spend no more than \$80 for the release. This is called [PrWeb](#) or you can go over to [EMediaWire](#) and they are really reliable and get you a lot of business by spreading you all over the web. Just place your link at the bottom of your article.

**Some more helpful press release sites** that I have personally used in the past are [PrLeap](#), [EReleases](#), [SBwire](#), and [PR](#)

Chapter 17: Almost All Respond To Ads – Tips, Tricks and Secrets

Wouldn't it be nice to get almost everyone to respond to your ads that you place in newspapers? Well here is a way to maximize that from the start.

Remember how I discussed earlier in this e-book about using blind ads that just get people excited and say really nothing at all about what it is you are advertising? Well, this is a sure-fire trick that a lot of advertisers use from the start to get almost everyone to navigate to your web site. I always like to offer a free gift and then give them a down-loadable gift on my website for filling out my newsletter Auto-Responder. Then I have the Auto-Responder send them the down-loadable link ASAP. Remember to always use Urgency Phrases like Hurry! Limited! Don't Wait! or only the first 10 people.

• **Secret 1: Other HUGE Ways To Make Money**

Here are a few more ways you will be able to make money once you learn these new newspaper advertising secrets and you become more successful.

- ◇ You can build an affiliate driven web site and then sell
- ◇ You can build a recurred billing web site and then sell
- ◇ Partner up with an expert, build, sell, then split the profits
- ◇ Be an advertising consultant
- ◇ Start an advertising agency and place ads for other businesses
- ◇ Write and place press releases for others and add your links
- ◇ Become a marketing consultant
- ◇ Develop web sites & offer other marketing services

- **Secret 2: Join Forums And Promote In Your Sig**

### **Affiliate Search Places and merchants**

[Clickbank](#)

[Be Free](#)

[Link Share](#)

### **Cheap Domain Names and Hosting**

[Godaddy.com](#)

### **Auto-Responders**

[Auto-Responders](#)

### **Voice-mail Services**

[Voice-Mails](#)

### **More Merchants For Websites**

[www.CCBill.com](#)

### **All The National Newspapers To Advertise In**

Please contact Cliff Whitt at 407-909-1644

[sales@nationwideweb.com](mailto:sales@nationwideweb.com)

### **Top 4 National Magazines**

**Tabloids** - [National Enquirer, Star, The Examiner, Globe, & Sun](#)

[Small Business Opportunities Magazine](#)

[Money Makers Monthly Magazine](#)

### **Cheap Website Creation Services**

[Homestead WebSite Creations](#)

### **Best Do-it Yourself Website Book**

[The Complete Idiot's Guide To Creating a Web Page and Blog](#)

### **Best Pr5 Press Release Sites**

[PrWeb](#)

[EMediaWire](#)

### **Best FREE Pr5 Press Release Sites**

[GoArticles](#)

[EzineArticles](#)

### **More Good Press Release Sites**

[PrLeap](#)

[ERelea](#)

[ses](#)

[SBwire](#)

[PR](#)