The Cash Like Clockwork System
7 Part E-course from Marlon Sanders

Chapter 1: I laugh when people say marketing online is rocket science. Don't you?

These topics are extracted from complete manual that comes with the "Cash Like Clockwork System." They are not nearly as in-depth as the ones you receive in the actual Cash Like Clockwork System, so if you like these course lessons, you'll love the full-blown course itself.

The system not only comes with an in-depth manual that covers the above 10 steps in detail plus 8 more, but it also comes with 8 CD's and 3 bonus CD's, if you act promptly.

You can read all about the complete Cash Like Clockwork System by going to: cashlikeclockwork.com

Today we will cover . . .

I LAUGH WHEN PEOPLE SAY MARKETING ONLINE IS ROCKET SCIENCE. DON'T YOU?

Here's why: Our theme throughout this ecourse is this:

FIND OUT WHAT PEOPLE WANT TO BUY THEN ALLOW THEM TO GET IT FROM YOU

You find a group of people with a common desire, a common want or a common problem and you get them out of pain or give them a way to get what they want.

You do "Want Fulfillment" or "Pain Elimination."

Marketing and selling is as simple as that. At its heart, it isn't complicated.

It's a very simple process of finding out what people want to buy and giving them the chance to buy it from you. And making it in their compelling self interest to do so.

Let me explain more:

When you send an email or write a sales letter, all you're really saying is, "Hey, here's how to "get-want" or here's how to avoid pain.

You can't be everything to everybody. The way you sell is by zeroing in on specific people and giving them what they want. Or helping them solve their problems and get rid of the resulting pain.

Want to make money?

Find a group of people with a problem you can provide a solution to. Or group of people who want something in common.

If they really, really want that something, that's even better. I've just painted the overall picture.

Now let's consider some details.

THE DETAILS

Not many marketers or even teachers of marketing understand the real purpose of having a target market.

But since you subscribed to this ecourse, now you will.

And it will totally change how you look upon the concept of target marketing.

The idea behind targeting a market is this: You can't afford to reach everybody in the world with your advertising or marketing message unless you're Microsoft.

What's more, you have competitors who are trying to get YOUR potential customers to buy their products instead of yours.

How do you compete?

The way you do it is by zeroing in on a group of people where you can satisfy their needs, wants and interests better than your competitors.

That gives you a competitive advantage.

HERE'S AN EXAMPLE:

As an example, let's say you sell doggie bones.

Now, if you specialize in selling doggie bones to poodle owners, then you will have the advantage over someone else who sells doggie bones to any and all dogs.

If you had a poodle, would you rather buy doggie bones especially made for poodles, by someone you met at your local poodle club, and by someone who has a banner on the poodle forum you go to?

Or would you buy from Joe Generic doggie bone seller?

You would buy from the specialist, wouldn't you?

That's your advantage.

That's your edge.

If you don't have an edge, you're going to get eaten alive by the competition. So you shield yourself by having a target market.

People make a lot of mistakes in choosing their target market.

Here are several of the main ones:

MISTAKE ONE:

Choosing a target market you can't access

Dumb. Dumb. Dumb. If you can't reach your target market with news of your solution to their problems, then how are you going to get them to BUY your solution.

Yet, people do it every day.

They target groups of people they can't easily reach. In other words, there's no easy way to reach them via email, joint ventures, online forums and so forth.

MISTAKE TWO:

Choosing a target market you can't afford to promote to.

The lifeblood of marketing is promotion.

But if you can't afford to promote, you can't sell.

Can you afford to reach your list? If there are ways to reach your pond by advertising or marketing but you can't afford to use those methods, then that is not a good target market for you.

Maybe someone else but not you.

MISTAKE THREE:

Choosing a target market where people don't WANT the solution you have to sell.

People have to WANT what you have to offer. If they have problems, they have to WANT to solve them.

No want. No sale.

Want must exist. It must be there. You can go broke trying to create want in people.

It's much easier to find and target existing want and then just offer your want-satisfier. Think of yourself as a want broker.

People want stuff.

You give it to them.

SUCCESS EXAMPLE

The other day at the bookstore, I saw the perfect example of targeting a niche. A lady wrote a book about starting a homebased business.

Nothing new there, right?

The difference is that is was for mom's. So the book was how mom's could start a homebased business. And it had all mom's resources. For example, the web designers mentioned in the book were all stay-at-home-moms.

What a tremendous example of targeting a niche.

Here are two other great examples of marketers who have targeted niches:

1. craigproctor.com -- He makes serious cash selling marketing training to real estate agents. Brilliant marketing.

2. joepolish.com -- He sells training to carpet cleaners with superb targeting.

YOUR TWO-MINUTE TAKEAWAY

Here's how you benefit immediately:

Step One: Make a list of your passions and interests as well as any topics you know a lot about

Step Two: What group of people shares your passions or interests?

Step Three: Do they buy products or services related to that passion or interest?

Step Four: Can you reach this group via forums, newsletters, joint ventures, magazine ads, mailing lists or card decks?

If so, you may have just identified your target market.

HERE'S HOW YOU BENEFIT

This is a general introduction to the topic of selecting your target market.

In Cash Like Clockwork, I go into detail about how to select your target market so you avoid the above mistakes and many others.

If you screw up on selecting your target market, nothing else will work. It's the foundation of everything. A lot of people talk about finding your target market.

But do they show you how?

I show you exactly and precisely how to locate your target market. In Cash Like Clockwork, I give you 8 crucial criteria to screen potential target markets by.

And I give you numerous ways of finding your target market.

You can grab your own copy of the in-depth "Cash Like Clockwork" system by going to:

cashlikeclockwork.com

Next: "This simple method you can use sold 1 billion for ex-client"

***Chapter 2*: Simple method sold 1 billion for ex-client**

HOW AN EX-CLIENT OF MINE SOLD A BILLION DOLLARS.

Here's why we're talking about this:

What's our formula for making money?

Find out what people WANT to buy then allow them to get it -- from us.

In day 1, we talked about targeting a market.

Once you know WHO in general you're going to sell to, you have to know WHO in specific you're going to sell to.

If you've studied any of my information before, you know the money is in the list. That's one of the big themes in the "Cash Like Clockwork" system -- list marketing.

I can best explain this by giving you examples of people I know who make money, sometimes very large amounts of money, by creating and selling to lists.

Let's start with a billion dollars...

EXAMPLE ONE:

How to Sell a billion dollars in 8 years when you understand how to do lists

I used to write sales letters for Walter Hailey at Planned Marketing.

Walter started in insurance. But he didn't make any money at all until he discovered how to build lists and sell to them.

Then, he sold a billion dollars in eight years and bought the insurance company he was selling for!

What Walter did was sell insurance to the employees of supermarkets by getting wholesalers to endorse him.

He created a niche and specialized in supermarket employees. Remember last lesson where I talked about specializing? Well, that's exactly what Walter did.

And by specializing in supermarket employees, supermarkets endorsed him to their employees.

You can use this exact same endorsement principle. It's one of the most powerful ways of finding and cashing in on lists.

When Walter started out, he was a failure selling insurance. He couldn't even get any appointments.

But once he discovered how to find and cash in on lists, the money gates opened wide to him.

You want your money gates open wide?

You want money flooding in?

Then find out all you can about creating and selling to lists. Then you will know the secret of making Cash Like Clockwork.

EXAMPLE TWO:

How my dad cleaned up in a boring business

My dad was a TV repairman for years.

He used to service TV's at people's homes. But he couldn't make any money doing it because it was so costly to go to people's homes.

Then he GOT A NEW LIST IDEA!

What if he repaired TV's for hotels and motels where he could get paid a set rate per month whether or not the TV's needed fixing?

He charged a buck a set a month and really cleaned up.

But it was all in seeing a new list: Hotels and motels.

EXAMPLE THREE:

10,000 lists selling billions of dollars

At your library there is a book with 10,000+ success stories of people and companies that sell billions of dollars of products and services per year.

And they will let you send direct mail and/or email to their lists.

This book is called "The Standard Rates and Data Service." Now, if you're outside the U.S., you can get access to these lists by subscribing to http://www.srds.com

But you don't need to. I'm just telling you about this source so you can see the value of lists.

In other words, in one book, you can get access to thousands of lists of customers who have bought billions of dollars of merchandise.

The point:

Learn how to build lists and you could be setting on your own pile of gold.

Or at least a significant jump in your income.

EXAMPLE FOUR:

Automated List Building

My lists build for me automatically.

Even if I don't do anything new this month, my lists will still build automatically.

Right now, I'm going to tell you how to build your lists without spending a dime on advertising.

My lists build automatically because of my associate program.

I pay a commission on sales other people generate for me. They advertise and build my lists for me because it makes them money.

So you don't have to spend a lot of money on advertising to build your lists.

Here is the web site I use to automate the building of my lists:

http://www.emailbux.com

From that site I provide an optin form that any of my associates can use to add to their website, pre-configured to include their reseller ID. Anytime someone subscribes to my Weekly Tips via the form on their site, the reseller ID is embedded into that person's computer.

If the subscriber buys any product via the Weekly Tips list or by going directly to the site, the referrer earns a commission. This is of course a great way to build your own list.

In Cash Like Clockwork, I tell you how you can start your own affiliate program as I did.

SMALL LISTS CAN BE A REAL GOLD MINE

A fellow marketer I respect is Jimmy D. Brown. I was listening to some tapes Jimmy did the other day. And he pointed out something so important I wanted to pass it along to you . . .

It isn't the size of the list.

It's the quality.

You can make big bucks with the right small list. Even 300 to 500 names can be a gold mine if it's the right list. For example, Jimmy has a list where he makes $7,000 to $12,000 a month off 500 names!

So don't think that just because you're getting started or you don't have 100,000 people on your list that you can't make good money.

I hope I've inspired you to realize how valuable finding and selling to lists is.

SUCCESS EXAMPLE

I have a weekly marketing tips email list. This list makes me thousands of dollars in sales. I have pre-programmed the tips so they go out like clockwork.

Of course, my best list is my customer list.

But when I launched "The Amazing Formula" my online list wasn't that robust. So I joint ventured with my friend Rick Beneteau to sell the product to his list. It immediately sold $20,000 to $40,000 per month and still sells strong to this day.

YOUR TWO-MINUTE TAKEAWAY

Here's my instant target market list selection method:

Step One: Go to www.google.com

Step Two: Search on the word that best describes your target market. For example, if you sell accounting software to small businesses, search on "small businesses."

Step Three: See all those web sites? They all have lists and are potential joint venture partners to sell your products. That's why we talk a lot about how to do joint ventures in the Cash Like Clockwork System.

MY 9 TOP SECRET SOURCES OF MAILING LISTS

I've uncovered 9 super powerful sources of mailing lists most people don't know about. In Cash Like Clockwork, I tell you about these.

Plus, I cover co-registrations, telemarketing, strategies for list building and much more.

***Chapter 3*: Hey! Wanna know the truth about selling?**

Wanna know the truth about selling products?

That's what I'm going to talk about in the next two minutes. You'll get a "takeaway" you can use immediately to make more profits and bank more cash.

Ready? I'm going to give you several examples of finding hot products to sell. Then at the end, I'll give you what I see as the truth about selling products.

Let's talk about a guy I once spoke at a seminar with who has sold millions of dollars of products.

Remember our theme? We're going to find out WHAT people want to buy then give them the opportunity to buy it from us.

Here's a story about a guy who was a master at finding hot products to sell.

HE MADE MILLIONS

He made millions from crazy products.

His name is E. Joseph Cossman. You ever seen an ant farm at the store? You know, the toy for kids that has sand and ants in it.

Cossman brought that product to the U.S. something like 20 or 30 years ago and I believe he still earns royalties on it.

I had the good fortune of speaking at a marketing seminar on a cruise ship a number of years ago with Joe. What an incredible man.

Anyway, Joe would find products overseas and tie up exclusive rights to sell them in the U.S. For example, one product he found was called an ant farm.

It was the craziest idea. But as I recall he sold millions of those things over the years.

When you travel overseas, you'll notice all kinds of products that aren't sold in your country.

One thing you can do is get rights to sell those products over the Internet.

Now, let's move onto to someone I know even better who found a really simple way of finding products.

THE ODD PLACE MY MENTOR FOUND KILLER PRODUCTS

My mentor was Lew Williams. Lew sold a million or so products through mail order.

The way he would find products is go to trade shows where people would display new products. If you're involved in a target market, you'll find there are often trade shows you can attend.

Lew would look for the smallest booth way in the back.

He'd often find someone with a good product without knowledge of how to market it. Lew would get the rights to sell the product and often cash in big.

MY FAVORITE METHOD

My favorite method of getting products to sell is to create my own.

I wrote the first version of "The Amazing Formula That Sells Products Like Crazy" in a day or so as I recall. It brought in $20,000 to $50,000 gross sales a month from the outset.

I have friends who have struck similar home runs with their very first product.

Others take a few swings before they get a hit.

I have a whole section in Cash Like Clockwork about how to do that. The great thing about selling ebooks, eclasses, and so forth is that you can deliver them around the world without shipping fees.

Other good products are audio tapes, CD's, and manuals. The only problem with those is that you must sink some cash into an inventory.

My mentor told me the first product I created would be the hardest. That's true.

WHERE TO GET INFORMATION PRODUCT IDEAS

A long time ago I bought a video by Bill Myers on how to create information products in the form of videos.

Bill advocated going to your used bookstore and looking for product ideas there.

You know, that's a good idea. If you don't have any ideas of your own, go to one or more used bookstores and look for books with hot titles.

You might be able to call the author and obtain rights to re-publish the book online for a 5% to 10% royalty.

Or, you can create your own product on the topic.

HOW TO AVOID THE BIGGEST MISTAKE

The biggest mistake people make is spending money to buy inventory or investing a lot of time in product creation before knowing IF people will buy the product.

That's insane.

And a good way to lose money.

So one of the things I spend a lot of time on in Cash Like Clockwork is helping you to avoid wasting a ton of time and money on products that will lose you money.

That's because our theme is to FIRST find out what people want to buy. Then give them the opportunity to buy it from us.

You've got to cut your losses.

SUCCESS EXAMPLE

I have 13 ebooks I've created and sell. But one of my most memorable launches was called "How to create your own products in two hours."

That is a much copied title now.

But at the time, I was the first to use it. I later changed the title to "How to create your own products in a flash." It's now included in the Cash Like Clockwork System.

Anyway, I literally created the product in only a few hours. With almost no time invested in creating the product, I made a profit from the outset. As people bought the product and I saw it was selling well, I added to it.

Originally, it was sold as a manual and audio tape. Later, it became an ebook.

It's a good example of stumbling across a product that people wanted. I can't recall if I did a survey prior to creating it. But I had so little time invested in it, that it didn't matter much if my guess was wrong.

Well, I created that product 4 or 5 years ago and it's still selling well today -- off work I basically did a number of years ago. Of course, I've updated and added to it as the years have passed. The right product can sell for a long time.

THE TRUTH ABOUT SELLING PRODUCTS

The truth is products are a dime a dozen.

They are everywhere.

You can go to a manufacturer and find old discarded molds and pick them up for royalties. There are people with garages full of products, books, courses and so forth they made or inventoried but cannot sell.

The truth is products are nothing without the magic elixir. And what is that elixir?

It is a focused target market with a lead generation system and conversion process.

Step one: You target a group of people with common problems, wants or desires with money and the desire to solve their problem

Step two: You generate leads. That is, you get potential customers to raise their hand and identify themselves as potential buyers of your products or services. This is called a "lead" in industry terminology.

For example, when someone subscribes to your ezine (an emailed newsletter), that person is a lead or a prospect for you.

Step three: You convert the leads to buyers. In other words, you give a sales presentation by phone, email, web site, direct mail and so forth to get the person to buy.

Products alone are worthless. Everyone gets all hung up on products and overlooks the fact that they're worthless without the magic elixer that creates gold.

Having said that, what do you do when you're starting out and you don't have any product to sell at all?

One thing you can do is buy reprint rights to existing products. My friend Terry Dean got started this way. In the big picture, I believe you need to own or control your own exclusive products.

But for starting out, reprint rights could be just the thing for you.

YOUR TWO-MINUTE TAKEAWAY

Here's my instant product idea creation method.

Step One: Go to www.google.com

Step Two: Search on the word that best describes your target market. For example, if you sell accounting software to small businesses, search on "small businesses."

Step Three: See all those web sites? Click on a few of them and look at the products they're selling.

Step Four: Ask yourself if you create a bigger, better, or superior version. Or what similar products might you be able to find or create.

That might be your product right there.

THE 5 BEST PRODUCT SOURCES I KNOW OF

Naturally, I can't give away all my secrets in this course. In Cash Like Clockwork, I identify my 5 top sources for products.

One of them is a real jaw dropper.

It's an online service that gives you access to thousands of VENDORS you can buy from wholesale.

It includes amazing bar charts that show you a break down of the best sellers are for each and every vendor. I also talk about what you should know about buying reprint rights and promoting affiliate programs.

You get my lessons learned from the school of hard knocks.

Next Chapter: This method tells you what people want to buy.

***Chapter 4*: This method tells you what people want to buy**

I was really struggling years ago.

I owned a tiny retail store that was losing money every month. I was earning my PH.D in the school of hard knocks.

One day this man came in.

He was well dressed and obviously doing quite well in life.

I asked him what he did for a living. He said he was in sales. I told him I just wasn't any good at selling. Then he told me something I'll never forget.

He said, "I wasn't any good either. Until one day I discovered the secret. Whatever they're buying, I'm selling. And since then selling has been the easiest thing in the world."

That brings us back to theme of our course:

Find out what people want to buy then give them the opportunity to buy it from us.

HOW TO FIND OUT WHAT PEOPLE WANT

All the time people talk to me about products they have but are having trouble selling.

They want a magic elixir to fix their sales problems.

What they may need is either a new target market or a new product.

Not that the product is bad. Not that the target market is bad.

But are they a good match?

That IS the question, isn't it.

The answer is to do surveys. I've been teaching this for a long time now. Others are now picking it up. You see it in quite a few ebooks and so forth now.

I'd like to take credit for some of that.

But whether or not I've had an influence, I can tell you this:

Surveys work.

My friend Joel Christopher did a number of surveys before launching his Master List Builder business. His people told him their #1 problem was list building.

So now he shows them how to build their lists. His new business has been a big success largely because of the solid foundation he created by doing surveys.

What about you?

What does your target market want? Do a survey with them. But don't stop there.

Surveys grow old.

You've got to keep them fresh.

WHAT DO YOU SURVEY FOR?

You can do all types of surveys.

You can do product surveys. These are what I do the most. They tell you what products or services people are most interested in buying.

You can also do price surveys.

You can do attitude surveys.

These are all ways of letting people give you the answers, so you don't have to guess what they're thinking.

WHAT ARE THE BIGGEST SURVEY MISTAKES?

One, getting too caught up in the technology.

The thing I do in Cash Like Clockwork is give you the simple survey systems I've latched onto over the years. They aren't complex.

It's easy to get lost in the analysis of paralysis and do nothing.

Two, trying to follow methods developed for advertising agencies.

Ad agencies use all kinds of sophisticated research methods that are not particularly useful to bootstrap entrepreneurs.

You aren't interested in how long someone remembers your brand name after seeing a commercial.

You are interested in what products a customer or prospect most want to buy.

Three, getting caught up in the technology of surveys

A lot of people want to use fancy software to do surveys. That's OK but not necessary. Plain old email works just fine.

WHO TO SURVEY

The obvious answer is your existing customers or opt-in list.

But what if you don't have customers or an opt-in list?

The place a lot of people get stumped is in deciding who to survey. So I've dedicated a part of Cash Like Clockwork to explaining who to survey if you don't have an existing customer list.

I also reveal my simple but powerful survey methods.

SUCCESS EXAMPLE

I do surveys frequently in my business.

For example, I did a survey of my resellers to find out the things that annoyed them about other affiliate programs.

I found out that late checks, commissions swiping, and other such problems occupied the minds of my resellers. I was really surprised by the wide variety of answers.

I'm having someone break those down onto a Pareto distribution so I can isolate the top problems. Pareto is the guy who came up with the 80/20 rule that says 80% of problems are caused by 20% of causes.

Anyway, by understanding the things that bug my resellers, I can better satisfy them with my affiliate program. You can and should use surveys all the time in your business.

Next Chapter: Which of these 23 headlines won by 400%?

***Chapter 5*: Can you guess which of these 23 headlines won by 400%**

Can you guess which of these 23 headlines won by 400%

Here are the headlines:

1: Discover the amazing formula that sells products like crazy

2: My web site sales sucked until I discovered this amazing formula

3: Warning: You're being lied to about online marketing

4: 4 words turned a banner ad from $14 a week to $14 a day

5: Which price sells most? $29? $39? $49? $59? $69? $97? $29 Right? Wrong!

6: This one-word ad change doubled results

7: How a 30% price increase zoomed profits

8: 3 magic words boosted ad response 8%

9: Banner ad gets 6% click through

10: From 3.3% response to 8%. Here's how it's done

11: Special sale nets 5.6% response

12: Discover the amazing formula that sells products like crazy:
My secret of making sales

13: Your products sell like crazy when you use this amazing formula

14: This crazy formula sells products like crazy...on the web and off

15: Who else wants to sell products like crazy?

16: Warning! Don't buy any product about online marketing until you read this

17: This crazy formula made my hit counter spin like a freakin' fan

18: Hey! Wanna know the truth about search engines?

19: Click here to download the only Internet marketing guide with 150+ pages of testimonials

20: Click here to download the amazing formula that sells products like crazy

21: Click here to sell your products like crazy

22: I have to laugh at people when they think that making money online is rocket science. Don't you?

23: Read a free story at my web site: The horrifying Internet business that ate my life

I'll tell you which headline won in a moment...

ARE THESE STATS BOGUS OR NOT?

One headline can outpull another one by a factor of up to 21 times.

But that statistic was originally put out by John Caples in "Tested Advertising Methods" many years ago.

The best I've shown recently is a 10X difference.

But even a 400% difference is massive. Here's why:

If you put that headline at the top of your sales letter, 400% more people will READ at least the beginning of your letter. That has to translate into more sales.

HERE ARE THE RESULTS OF OUR TEST

We ran a test where we tested click throughs on different headlines. The methodology we use for doing this is in the Cash Like Clockwork program.

Here are examples:

...And the winner is:

"This one-word ad change doubled results" pulled 4.02% clicks in our last test.

...And the loser is:

"$1600 in 18 hours with a very simple method" pulled ... ZERO clicks!

That's right. a 400% difference between the two headlines.

Can you guess the second highest scorer?

Here it is:

3 magic words boosted ad response 8%

The response was 3.59%

HERE'S HOW YOU CAN USE THIS TO IMMEDIATELY MAKE MORE PROFITS

You've read about it heard it.

Now I've proven it to you.

Your headlines DO make a difference. That's why it truly pays to find out how to craft headlines, sales letters and ad copy.

I'm aware that there's a lot of cheap and free stuff about how to write headlines and ad copy. Much of it is written by people who are repeating what they read or learned from others. They don't have much experience themselves.

I used to write sales letters for a living. When I stopped writing for clients, I was getting paid $750 for each page I wrote.

WANT TO MASTER THE SKILLS OF CRAFTING HEADLINES THAT DOUBLE, TRIPLE AND QUADRUPLE YOUR RESPONSE?

The best thing you can do is to get yourself a copy of Cash Like Clockwork. You get audio and video from seminars where I teach ad copy. Plus you get my pushbuttonletters.com software.

YOUR TWO-MINUTE TAKEAWAY

So how can YOU use this information to make more money right now?

Step one: Make a list of problems your customers have that are solved by your product or service.

Step two: Turn each problem into a headline

For example:

Product: Web design services

Problem: People hire freelancers but projects aren't completed on time. Surveys tell you this is a problem to most people.

Headline: Tired of graphic designers who can't keep deadlines? We meet your deadlines.

Step three: Write 3 headlines and test each one for a week on your web site. Track your sales. This is not a split test so it isn't truly scientific. But it will give you a pretty good indication of which headline is the best.

***Chapter 6*: This one-word ad change doubled results**

In a minute, I'm going to tell you about the phenomenal one- word ad change that doubled results for us.

First, let me ask you a question:

Do you have your stuff down cold?

That is, can you do this stuff in your sleep?

What I mean is, have you mastered the process of crafting sales letters that get people to buy what you're selling?

If you haven't, I want to help you with that in this lesson.

Once you've selected your target market and used surveys to find out what your market wants to buy, then you have to give them the chance to buy it from you.

The way you do that is via your sales letter.

Now don't get scared.

Sales letters aren't all hype. In fact, hype often is the mark of a poor sales letter.

Good letters are just that ... letters.

It's as though you were sitting down with the person and simply explaining the benefits of your product or service.

And that is something YOU can do.

Letters are NOT brochures. Most web sites have it all wrong. They are glorified brochures. But if you're at a networking meeting or conference and someone hands you a brochure, what do you do with it when they aren't looking?

That's right.

The first chance you get, you trash it.

Do you want people to trash your web site?

Of course not. That's why you talk to people instead of handing them a brochure. And that's exactly what a sales letter does.

In personal me-to-you language, it explains the features and benefits of your product or service. The great thing about sales letters is they're written informally. Sentence fragments, run-on sentences and all those things you learned you shouldn't do in school are exactly what you should use when you write your sales letter.

Why?

Because they're an informal communication.

Most people totally screw up their web sites. They list all their products and services. Which totally confuses people. People can only handle a choice of two when making a decision. So give them only one choice or two at most.

I used to get paid $750 per page to write sales letters. Often my letters would be 8 to 15 pages long. Do people read long letters?

Not always.

Only if they're interested in your product or service. And if they buy without reading your whole letter, would you be offended?

The tendency is to think that letters will work for other people, businesses or products but not for you.

Yet, in most cases, I can point to one or more companies who DO sell a similar product or service via direct mail or the Internet.

The point is -- it isn't about the letter. It's about the communication. You can even package the same psychology we use in a sales letter in a telemarketing call, teleconferences and so forth.

But in most cases, letters work great. Why? Because letters are simply salesmanship in print. A way to multiply yourself and give hundreds or thousands of standardized, uniform presentations for very little cost.

The key components of your sales letter are:

1. Your headline

This flags down your reader and says "Hey, read me now!"

2. Your benefits

People only listen to the WIFM channel -- "what's in it for me." So don't talk about yourself, your company or your products.

Talk about your customers, their wants and their problems. Talk about how they can get rid of their problems and get their wants by getting your product or service.

You have want? Get product. Want fulfilled.

You have pain? Get product. No more pain.

3. Your offer

This includes your guarantee, price, payment terms, bonuses and reason for acting now.

Next to your headline, your offer dictates the response to your letter. Most people don't understand that words are secondary.

You don't need to write great English. You need to write benefits that people relate to. In the Cash Like Clockwork manual, I have a whole chapter just on the offer.

MY RESULTS

I've been fortunate.

My letters have been used by multi-million dollar companies.

My letters sell thousands of dollars of my own products every week and month. $20,000 to $50,000 in sales is normal for me.

THIS ONE-WORD AD CHANGE DOUBLED RESULTS

It was the darndest thing.

I changed one-word in a subject line and doubled click throughs on the email.

What was that word.

YOU!

For example: Sales information vs. YOUR sales information

Or: Make 300% profits vs. YOU make 300% profits

The word YOU is alive and well in online marketing.

HOW TO FILL IN THE BLANKS AND CREATE DROP DEAD LETTERS

The good news is that I've created software that allows you to create your own sales letters.

You fill in the blanks, click a button and out pops your sales letter on a web page you can upload to your web site. Of course, you'll want to polish it up first, do some editing.

And in a jiffy, your sales letter is ready to go.

People constantly amaze me at the letters they write using our software.

And the software program IS included in Cash Like Clockwork System.

We've had people tell us they use our software to write sales letters for clients. And they charge the clients anywhere from $400 to $4000 or more for the letters!

Of course the only way you can use the software to create sales letters for your clients is with the $500 business edition of Push Button Letters, but don't worry. You DO receive the $500 business edition if you order "The Cash Like Clockwork System!".

YOUR TWO-MINUTE TAKEAWAY

Here is your takeaway. A way you can immediately benefit from what you've just read.

Step one: Get an audio tape and a recorder. Or plug a mike into your computer. Have a friend ask you questions about your product or service.

Step two: Tell your friend how your product or service will benefit them.

Step three: Record the phone call or interview

Step four: Transcribe the tape

Step five: Edit the tape into a letter format

There you go. You have your first quick-and-dirty version of a workable sales letter.

YOUR BONUS TWO-MINUTE TAKEAWAY

Step one: Take your sales letter

Step two: Compare it to one of your competitor's letters

Step three: Examine these points:

a. Which has the better guarantee?

b. Which price sounds like the best value?

c. Which has the best payment terms?

d. Which has the most compelling reason to act now?

Answer those questions and you'll know how to get the edge over your competition.

Next Chapter: How do you rate on these 18 steps?

Chapter 7: How do you rate on these 18 steps?

Fact: Success in this business is a result of doing 18 steps with skill.

Fact: Master these 18 steps and you'll discover what it means to make Cash Like Clockwork.

RATE YOURSELF ON A SCALE OF 1 TO 10 FOR EACH OF THE FOLLOWING:

Step one: Target a market

Step two: Find a list of names to sell to

Step three: Find hot products or services that sell like clockwork

Step four: Let people tell you what they want to buy

Step five: Get people to take surveys using incentives

Step six: Develop your offer, USP and headline

Step seven: Shield out the competition by differentiating your product or service

Step eight: Craft headlines that effectively entice readers to continue reading your sales information

Step nine: Write emails that get responded to

Step ten: Create sales letters that sell like clockwork

Step eleven: Generate leads for almost any product or service

Step twelve: Generate leads and traffic using free reports

Step thirteen: Generate leads and prospects via your web site

Step fourteen: Get people to flock to your site

Step fifteen: Put up 2-5 page web sites that sell like clockwork

Step sixteen: Get a sales army to sell your products for you

Step seventeen: Make cash like clockwork every month

Step eighteen: Find new products that sell like clockwork

HOW DO YOU RATE ON THESE 18 STEPS?

Which are you really good at? Which do you need help with?

If you MASTERED each of the above 18 steps, what would it mean for your income, profits and success now? What would it mean in the future?

What kind of income might you be able to create if you really had these 18 steps down cold?

That's what the Cash Like Clockwork system does. It has a full chapter on each of the above steps. There's nothing else like it.

And that's just the manual that comes with the course. In addition, of course, you get the 8 basic CD's and 3 bonus ones that go into detail about these things and many more.

Use these 18 steps as your road map to take you where you want to go.

Use these 18 steps as your checklist or road map that is going to get you where you want to go.

REVIEW OF WHAT YOU'VE LEARNED:

You've learned the simple system for making money online: Find out what people want to buy and then give them the opportunity to buy it from you and give them a compelling reason for doing so.

You've learned that you find out what people want to buy through doing surveys.

You've seen real live examples of how headlines on your sales letters make a whopping difference. Not just in theory because you heard someone else say it. But in real life examples.

You've seen practical examples of list building.

You've found out how a few people I know pick winning products.

And you've gotten 6 takeaways you can use immediately.

Has this helped you? Has it been of assistance to you? If so, then I'd like to recommend that you take the next step.

THE NEXT STEP:

The next step is to get the Cash Like Clockwork system and give it a whirl. See what becoming a master of the above 18 steps can do for you.

There are a few things that differentiate the course:

1. You get CD's and the manual

2. You get audio and video in different parts. Not just ebooks.

3. You get the systems that I personally use and that make me money.

4. It includes step-by-step tutorials on many topics.

You know, there are a lot of courses. But I don't know of any as comprehensive, step-by-step and detailed as Cash Like Clockwork.

It doesn't just cover one topic or two topics. It covers the whole big picture. And goes into detail on all the 18 steps.

At under a grand, I can't think of any product anywhere that gives you so much value and really gives you the information, tools and skills you need to succeed.

If you haven't read my complete Cash Like Clockwork report, why don't you go there right now. It includes information that will help you even if you don't decide to buy it now.

Visit….

cashlikeclockwork.com