

THE ASSET LICENSING BLUEPRINT

*How to make big profits
with small assets...
over and over again*



BOB SERLING

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2039 Bruceala Court

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(760) 497-8078 Fax: (760) 652-1636

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Example 04-01

Work for Hire Agreement

Professional Services Contract

THIS AGREEMENT is entered into on **DATE** by and between **You or Your Company**, based at **Your Address**, hereinafter referred to as CLIENT, and **Freelancer's Name**, hereinafter referred to as VENDOR.

1. VENDOR, pursuant to the provisions of this agreement, is retained by CLIENT to provide graphic art services for CLIENT. The specific services to be provided to CLIENT by the VENDOR are:

Creative layout and graphics for a 12-page booklet

Similar layout for a CD label
2. As full and complete payment for VENDOR's services and for the discharge of all VENDOR's obligation hereunder, CLIENT shall pay VENDOR **\$amount**. Billing and Payment: Payment of fees and reimbursement for expenses incurred will be made upon receipt of finished designs.
3. It is understood that VENDOR is an independent professional contractor and that VENDOR will not in any event be construed as or hold themselves to be employees of CLIENT. It is further agreed that at no time will the VENDOR or the work efforts of the VENDOR be under the supervision or control of CLIENT, although VENDOR agrees to comply with all reasonable requests and regulations applicable to any other business invitee of CLIENT. It is also agreed that VENDOR, as an independent contractor, is not restricted to working exclusively for CLIENT during the term of the agreement.
4. Ownership or Work. Works shall be considered made-for-hire under the United States Copyright Act and, at all stages of development, shall be and remain the sole and exclusive property of CLIENT. VENDOR further agrees to take all actions and execute and deliver all documents requested by CLIENT in order to evidence the assignment of CLIENT's rights in and to the Work.
5. If mutually agreeable to CLIENT and VENDOR, this agreement may be extended. Such extension will be documented by written amendment, duly signed and dated by both parties.
6. Neither party to this agreement may assign, sell or transfer any part thereof to any other firm or entity without first obtaining the written permission of the other party hereto.
7. This agreement has been negotiated, executed and delivered in the State of California. The parties hereto agree that all questions pertaining to the validity and interpretation of this agreement will be determined in accordance with the laws of the State of California.

Your Name or Company Name

Name: _____

Title: _____

Date: _____

Freelancer's Name

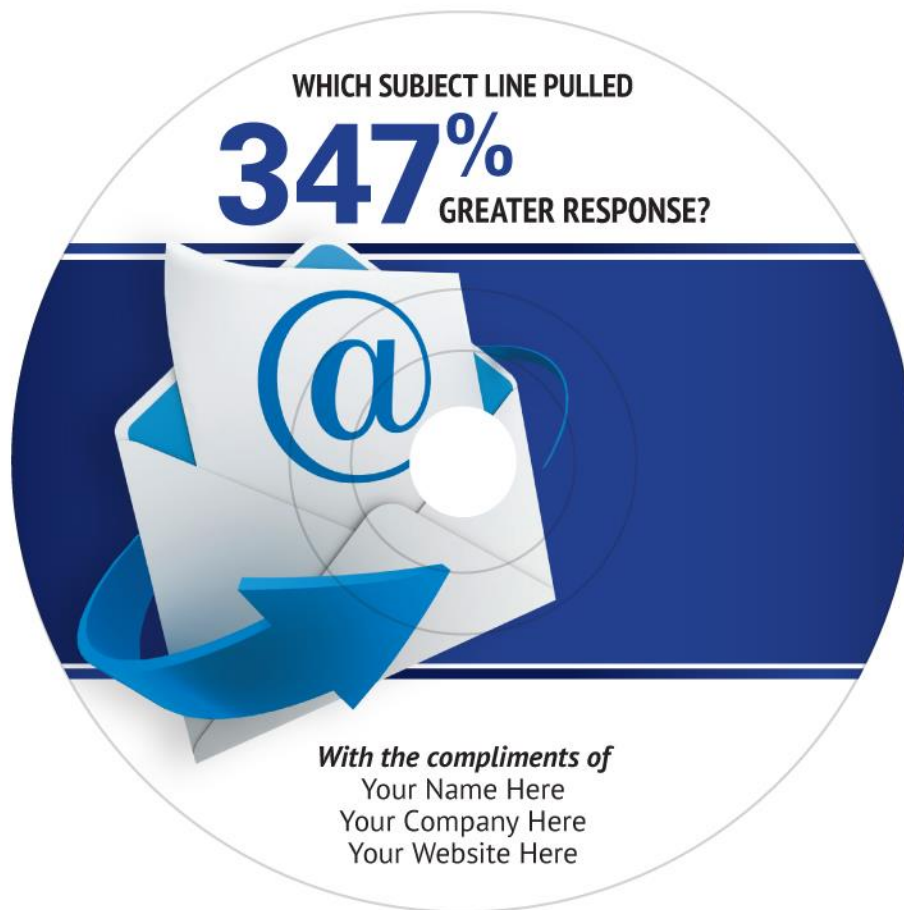
Name: _____

Title: _____

Date: _____

Example 04-02

CD Label



Example 04-03

MP3 cover displayed on download page



More traffic... more sales... more often

Which Subject Line Pulled 347% Greater Response?

Complimentary MP3 recording



I'm giving you this recording for one simple reason. To say "thank you!" for being a valued customer or for supporting my business.

I'm always looking for practical, easy to apply business ideas that will improve your sales. That's why I've hand-picked this excellent recording called, "Which Subject Line Pulled 347% Greater Response?" for you. Great subject lines get your emails opened more often. And getting your emails opened more often means selling more of your products or services.

In this 10-minute audio, marketing expert Bob Serling shares three different subject line formats. Each produced an excellent response, but one format dramatically outperformed the others. I'm confident you'll be pleasantly surprised by the results demonstrated here. And by how easily you can apply this practical information to get your emails opened much more often.

I invite you to take a short amount of time to listen to the insightful marketing lessons presented here. Then put them into action in your business once you've listened to this. To get started, just click the player below.



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Example 04-04

Prospecting email sent to a rented list

Subject: Idea for your business

1

Since many of your clients are business owners, I want to let you know about a short guide you can give them to help make their businesses more profitable.

2

Every business would like to increase their sales. And the majority of business owners realize that getting the emails they send to their prospects and customers opened more frequently will naturally result in more sales.

Extensive studies have determined that the best way to get emails opened more often is to improve your subject line. After all, the subject line is the first thing a reader sees – and based on the subject line, they make an instant decision whether to open the email or delete it.

That's why we created a short guide that presents a case study of three highly effective subject line formats. And while all three formats are very effective, in a head-to-head test, one of these formats produced a response that was 347% greater than the other two.

3

The guide, called "Which Subject Line Pulled 347% Greater Response?" gives simple, step-by-step instructions anyone can use to quickly create their own subject lines by applying these three formats.

=====

Increase loyalty by giving this guide
to your prospects and clients

=====

4

You can help your prospects and clients improve their sales by giving them a free copy of this guide. It's just 8 pages in

length and while it's a quick read, it's packed with immediately usable information.

Providing your prospects and clients with great information is an excellent way to stay in touch. And because the information addresses one of their major needs, it can't help but to increase the loyalty your clients feel towards you.

My team can create a customized version of this guide with your branding and contact information on the front and inside covers as well as a personalized message from you that occupies the entire inside cover. So your clients will be reminded of their business relationship with you every time they pick up this guide.

5

We provide your customized guides in pdf and print ready format, so you can deliver them electronically or physically to your prospects and customers. And you also receive a pre-written email and letter you can use to introduce the guide. So there's very little time required on your part.

You'll find our pricing to be very affordable too with prices and quantities to fit any size business and budget.

To find out more about getting a customized version of this guide – and to see a copy of the guide itself – just click here:

6

<http://ProfitAlchemy.com/subj-guide>

Thanks for your time. I know your clients will be pleased and impressed when they receive this valuable guide from you.

7

Regards,

Your name

Your email address

Your web site url

Your phone number

Example 04-05

Prospecting email sent to your own list

Subject: A powerful ebook to give to your list
License this powerful ebook to give to your list

1

Since many of the people on your list are business owners, you can now give them one of my most popular ebooks and help make their businesses more profitable.

2

Every business would like to increase their sales. And the majority of business owners realize that getting the emails they send to their prospects and customers opened more frequently will naturally result in more sales.

Extensive studies have determined that the best way to get emails opened more often is to improve your subject line. After all, the subject line is the first thing a reader sees – and based on the subject line, they make an instant decision whether to open the email or delete it.

That's why I created a short guide that presents a case study of three highly effective subject line formats. And while all three formats are very effective, in a head-to-head test, one of these formats produced a response that was 347% greater than the other two.

This guide, called "Which Subject Line Pulled 347% Greater Response?" gives simple, step-by-step instructions anyone can use to quickly create their own subject lines by applying these three formats.

=====

Increase loyalty by giving this guide
to your prospects and clients

=====

You can help your prospects and clients
improve their sales by giving them a free

copy of this guide. It's just 8 pages in length and while it's a quick read, it's packed with immediately usable information.

Providing your prospects and clients with great information is an excellent way to stay in touch. And because the information addresses one of their major needs, it can't help but to increase the loyalty your clients feel towards you.

My team can create a customized version of this guide with your branding and contact information on the front and inside covers as well as a personalized message from you that occupies the entire inside cover. So your clients will be reminded of their business relationship with you every time they pick up this guide.

We provide your customized guide in pdf and print ready format, so you can deliver them electronically or physically to your prospects and customers. And you also receive a pre-written email and letter you can use to introduce the guide. So there's very little time required on your part.

You'll find the pricing to license this guide is very affordable too, with prices and quantities to fit any size business and budget.

3

To find out more about licensing your own customized version of this guide – and to see a copy of the guide itself – just click here:

<http://ProfitAlchemy.com/subj-guide>

Thanks for your time. I know your clients will be pleased and impressed when they

receive this valuable guide from you.

Regards,

Your name

Your email address

Your web site url

Your phone number

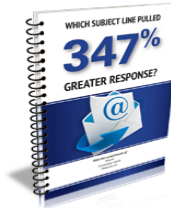
Example 04-06

Pre-order information page



More traffic... more sales... more often

Which Subject Line Pulled 347% Greater Response? Booklet Pre-Order Information



Thanks for your interest in having a customized version of this booklet created for your business. Because the information in this booklet can be used by your prospects and customers to immediately increase their sales, giving it to them builds loyalty and a stronger business relationship your competitors can't match. *To view a complete copy of this guide, just click the cover image.*

Ready to start getting all the benefits of using this booklet for your business? Just fill in the information below to help us best fit your exact needs.

[Click to view PDF](#)

You are purchasing an annual license for this booklet that is set to renew each year automatically. You will receive 2 reminders before your credit card is billed again where you will have the option to cancel your auto-renewal option.

Your name:

Your email address:

How soon do you need your booklets?

Select the quantity you want

| quantity | total cost |
|-------------------------------|------------|
| <input type="radio"/> 250 | \$350.00 |
| <input type="radio"/> 500 | \$366.00 |
| <input type="radio"/> 1,000 | \$460.00 |
| <input type="radio"/> 2,500 | \$615.00 |
| <input type="radio"/> 10,000 | \$1,297.00 |
| <input type="radio"/> 15,000 | \$1,796.00 |
| <input type="radio"/> 20,000 | \$2,279.00 |
| <input type="radio"/> 30,000 | \$3,307.00 |
| <input type="radio"/> 40,000 | \$4,341.00 |
| <input type="radio"/> 50,000 | \$5,284.00 |
| <input type="radio"/> 60,000 | \$6,200.00 |
| <input type="radio"/> 70,000 | \$7,091.00 |
| <input type="radio"/> 80,000 | \$7,953.00 |
| <input type="radio"/> 90,000 | \$8,790.00 |
| <input type="radio"/> 100,000 | \$9,600.00 |

Your order includes masters for both the PDF and print versions, but does not include actual printing of hard copies. If you decide to distribute your booklet in hard copy, we'll be happy to recommend printers who offer high quality printing with very affordable pricing.

[Place Order](#)

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Example 04-07

Order form



More traffic... more sales... more often

Which Subject Line Pulled 347% Greater Response?

Secure order form

Checkout ➔ Confirmation

Billing Information

Your order is safe and secure

Required fields are in bold.

First Name
Last Name
Company
Phone
Email
Confirm Email
Address
City
ZIP/Postal Code
Country
State

☐ Remember my information

BUY WITH
MasterPass



Subtotal: \$460.00

Total: \$460.00

Payment Information

Credit Card

Name on Card
Card Type
Card Number
Expiration Date / (MM/YYYY)

Other Information

By submitting your order and entering your initials, you agree to the terms and conditions

[Return to Cart](#)

[Submit Order](#)

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Powered by [1ShoppingCart](#)

Example 04-08

Order confirmation email

Subject: Thanks for your booklet order

I want to thank you again for ordering your customized version of “Which Subject Line Pulled 347% Greater Response?”

We’ll need a few items from you to get started on customizing your booklet. Please email the following items to me, which you can do by responding to this email:

1. Artwork for your company logo
2. Name and head shot of the person you want pictured in your booklet
3. Full company name, address, web site url, and email address

Once we receive these items, we’ll get to work on your booklet immediately. You’ll then receive the proofs for both the print and pdf versions, along with the complete marketing kit, within 7 business days.

Also, here’s a tip to help you get the most out of your booklets. You can use the number of booklets you purchased a license for in any way you’d like. For example:

- Give this booklet to your customers as a way of keeping in touch and strengthening your business relationship
- Give it to prospects as a way of demonstrating goodwill and setting yourself apart from your competition
- Use it as a bonus for your products or services
- Use it as a “thank you” gift to give to your vendors

In fact, you can use it any way you’d like.

The only restriction is that you may not alter or modify the content in any way without previously written permission.

I know your prospects and customers will be impressed by the added value you provide in giving them this booklet. So please send me the materials I listed above as soon as possible. Then keep an eye on your inbox for your customized version which we'll be getting to you within 7 business days after receiving your materials.

Regards,

Name, Customer Support Manager
Your company name

P.S. As you know, your purchase of these customized booklets is for a license to use them for a 12 month period.

For your convenience, we'll send you reminders that your license is about to renew 30 days and 7 days prior to the automatic renewal of your license and your credit card being billed.

Example 04-09

User's Kit instruction sheet

Which Subject Line Pulled 347% Greater Response?

How to get the most out of using your customized booklets

This short booklet is packed with valuable information your prospects and customers can use to increase their sales immediately. By giving the booklet to your prospects and customers, you provide them with added value they won't find anywhere else. As a result of this, you'll increase loyalty and build a stronger business relationship with them.

Recommended ways to use your booklet

You can benefit from using this booklet in a number of different ways. Here are some to consider:

- Give it to your customers as a way of keeping in touch and strengthening your business relationship
- Give it to prospects as a way of demonstrating goodwill and setting yourself apart from your competition
- Use it as a bonus for your products or services
- Use it as a "thank you" gift to give to your vendors

How to send your booklet to your prospects and customers

You can send your booklet either in PDF format or as a printed, hard-copy booklet (see the list below of printers who do quality printing at affordable prices). To make it as easy as possible to send your booklets to your prospects and customers, we've included an email and a physical letter you can use.

When to send your emails and letters with your booklet

We find that any day of the week *except* for Sunday works well for sending your booklet to prospects and customers. Most people are distracted with other activities on Sunday, so we recommend not sending out email then. With physical mailings, you cannot control when your mailing piece is delivered, so there are no restrictions on when to mail.

Recommended vendors for printing your booklets

The printers listed below all produce high-quality booklets at the lowest prices possible. Be sure to check with at least two vendors to get competitive bids. We have listed them here in alphabetical order.

- **Low Price Print**

www.LowPricePrint.com

- **MGX Copy**

www.mgxcopy.com

- **Printing Center USA**

www.printingcenterusa.com

- **Smart Press**

www.smartpress.com

Example 04-10

User's Kit email for customer to send
with pdf version of your booklet

Subject: My gift to you

1

I'm writing to thank you for being a valued customer or subscriber of ours. And to show my appreciation, I've attached a gift for you. It's a short guide that's packed with valuable information you can use to quickly increase your sales.

2

You see, if you're like most business owners, you realize that getting your emails opened more often by your prospects and customers will naturally result in more sales.

3

So how do you do that? Extensive studies have determined that the best way to get your emails opened more often is to improve your subject line. After all, the subject line is the first thing a reader sees – and based on that subject line, they make an instant decision whether to open your email or delete it.

That's why I've sent you this short guide that presents a case study of three highly effective subject line formats you can use to immediately increase your open rate. And while all three formats are very effective, in a head-to-head test, one of these formats produced a response that was 347% greater than the other two.

This guide, called "Which Subject Line Pulled 347% Greater Response?" gives simple, step-by-step instructions you can use to quickly improve your own subject lines by applying these three formats.

The guide is a quick read. So you'll gain the skills to dramatically increase your open rate – and your sales – in about 15 minutes.

So, again, thanks so much for your support of our business. And once you read this

4

timely guide, please drop me an email to
let me know what you think of it.

Regards,

Your name

Your company name

Your email address

Your web site url

Example 04-11

User's Kit letter for customer to send
with hard copy version of your booklet

Your letterhead

Date

Prospect/Customer Name

Address

City, State Zip Code

Dear (Customer first name),

I'm writing to thank you for being a valued customer or subscriber of ours. And to show my appreciation, I've enclosed a gift for you. It's a short guide that's packed with valuable information you can use to quickly increase your sales.

You see, if you're like most business owners, you realize that getting your emails opened more often by your prospects and customers will naturally result in more sales.

So how do you do that? Extensive studies have determined that the best way to get your emails opened more often is to improve your subject line. After all, the subject line is the first thing a reader sees – and based on that subject line, they make an instant decision whether to open your email or delete it.

That's why I've sent you this short guide that presents a case study of three highly effective subject line formats you can use to immediately increase your open rate. And while all three formats are very effective, in a head-to-head test, one of these formats produced a response that was 347% greater than the other two.

This guide, called "Which Subject Line Pulled 347% Greater Response?" gives simple, step-by-step instructions you can use to quickly improve your own subject lines by applying these three formats.

The guide is a quick read. So you'll gain the skills to dramatically increase your open rate – and your sales – in about 15 minutes.

So, again, thanks so much for your support of our business. And once you read this timely guide, please drop me an email to let me know what you think of it.

Regards,

Your name

Your company name

Your email address

Your web site url

Example 04-12

Email reminder that license will
automatically renew in 30 days

Subject: Your customized booklet renewal

This is a courtesy reminder to let you know that your license to use "Which Subject Line Pulled 347% Greater Response?" will automatically renew in 30 days.

I'm sure your prospects and customers have told you how much they appreciate this booklet. And the added value it gives them is a great way for you to increase customer loyalty and build a stronger business relationship.

The automatic renewal of your license gives you another 12 full months to use and benefit from this booklet and ensures uninterrupted service.

However, if for some reason, you've decided not to renew, just let us know by responding to this email and we'll have your auto-renewal shut off and your credit card will not be billed.

But then you'd lose the use of this valuable booklet to let your prospects and customers know that you're a cut above all of your competitors.

Thanks,

Name, Customer Support Manager
Your company name

Example 04-13

Email reminder that license will
automatically renew in 7 days

Subject: Reminder – your customized booklet renewal

This is a reminder to let you know that your license to use “Which Subject Line Pulled 347% Greater Response?” will automatically renew and be billed to your credit card in 7 days.

If you’re like most of our customers, you’ve received rave reviews about this booklet from your prospects and customers. And since this is a great way to increase customer loyalty and build a stronger business relationship, it makes good sense to keep your rights to use this booklet active.

However, if for some reason, you’ve decided not to renew, just let us know by responding to this email and we’ll have your auto-renewal shut off and your credit card will not be billed.

But then you’d lose the use of this valuable booklet to let your prospects and customers know that you’re a cut above all of your competitors.

Thanks,

Name, Customer Support Manager
Your company name

Example 06-01

Ad Baron prospecting email

Subject: Your ad in the Dayton Daily News
Business idea for ABC Furniture
Idea for your business
Could this help ABC Furniture?
Could this help your business?

1

I'll keep this brief because I know you're busy.

2

I specialize in helping retail furniture stores increase their profits without increasing their advertising cost. This is done by improving the structure and content of your ad, but it doesn't increase what you're currently paying to run your ad.

3

For example, using one of our improved ad formats, XYZ Furniture in Cincinnati recently increased their profits for the month of March by 43%. Based on the ad you're currently running in the Dayton Daily News, I'm confident this proven ad format can substantially increase your sales as well.

4

Most importantly, you should know that the use of this unique format is only available to a single furniture retailer in your metropolitan area and I've sent similar emails to a dozen stores in Dayton. So the one furniture store that implements this proven ad format will gain an incomparable competitive advantage.

5

If you'd like to get more details on increasing your profits with this ad format, please give me a call at (760) 123-4567 or email me at results@url.com. If I don't hear from you by Thursday, (date) I'll call to make sure you received this.

6

Regards,

Your name
Your company name
Your web site url

Example 06-02

Appointment setting script

Secretary: Hello, Mr. Pittman's office.

You: Hi, this is (your name). I sent Mr. Pittman an email earlier this week to introduce a unique new ad format. As I promised in the email, I'm calling to follow up with him.

Secretary: Yes, Mr. Pittman is expecting your call. I'll put you through now.

You: Thank you.

Mr. Pittman: This is John Pittman.

You: Hi, Mr. Pittman. Thanks for taking my call. I know you're busy, so I'll be brief. As I mentioned in my email, I have a unique ad format that furniture stores in other cities have been using to substantially increase their sales. If I could schedule about fifteen minutes of your time to give you the details on how this strategy works, I promise you won't be disappointed.

Here are the four types of response this pitch will produce.

Response 1

Mr. Pittman: OK, when would you like to do this?

You: I could meet with you by phone as early as Tuesday of next week. I'll only need about 30 minutes of your time. What time would be best for you?

Mr. Pittman: How about next Tuesday at 10:00 am?

You: That would be just fine. Can your assistant give me the contact information for anyone else from Acme that you'd like to have participate?

Mr. Pittman: Yes, her name is Elaine. I'll have her email you a list by the end of the day. I'll look forward to your presentation next week.

You: Thank you for your time, Mr. Pittman. I'll send you an email on Monday to confirm our appointment.

Response 2

Mr. Pittman: Sounds interesting, how do you get higher quality leads than other companies?

You: I can't really do it justice by describing it right now as I have another call to make. But when I show you the details during our next call, I know you'll be excited. It fits well with what you're currently doing and I promise I won't be wasting your time.

Mr. Pittman: Can't you just give me a hint?

You: (laughing) I assure you my presentation will not be disappointing.

From this point on, the remaining conversation is exactly the same as in **Response 1**. I'll repeat it here so you can see the entire script in context.

Mr. Pittman: OK then. I must say you've got me quite curious. When would you like to do this?

You: I could meet with you by phone as early as Tuesday of next week. I'll only need about 30 minutes of your time. What time would be best for you?

Mr. Pittman: How about next Tuesday at 10:00 am?

You: That would be just fine. Can your assistant give me the contact information for anyone else from Acme that you'd like to have participate?

Mr. Pittman: Yes, her name is Elaine. I'll have her email you a list by the end of the day. I'll look forward to your presentation next week.

You: Thank you for your time, Mr. Pittman. I'll send you an email on Monday to confirm our appointment.

Response 3

Mr. Pittman: Oh yes, I remember now. I've assigned this to Ms. Smithers to look into.

You: Great. Thanks for taking a look at it. Could you transfer me to Ms. Smithers please?

Mr. Pittman: Certainly, I'll have my assistant switch you now.

NOTE: Once you get switched over, be sure to tell Ms. Smithers that Mr. Pittman wanted you to speak with her and use the same script we just covered above.

Response 4

Mr. Pittman: Thanks for following up. Unfortunately, this isn't something we'd be interested in, but I do appreciate you contacting me.

You: No problem. Thanks for your time.

Example 06-03

Sales presentation script

Step 1: Introduction

This step takes just a few minutes, but accomplishes three very important goals. You will introduce the phone meeting participants from both companies, establish rapport, and give a two-minute overview of your product.

Introducing the participants

Start by giving a short (what would amount to about two paragraphs in writing) introduction of yourself, then ask the prospect to have each member of their staff introduce themselves briefly. Often, the prospect will take the initiative to start the introductions on their own when there are multiple people attending and it's just you on your end.

Establishing rapport

Look to find something to chat about before starting the meeting. If you're in a different area of the country, or an entirely different country, than your prospect, do a little research and find out what's been going on in their area. Since the majority of prospects tend to be male, I usually look to see if there's been a major sporting event in the prospect's area or what sports teams are popular in the region.

Allow the group to spend about 5 minutes chatting, then shift the conversation to starting the business at hand.

Give a two-minute overview of your ad or marketing campaign

"As I mentioned in my email, I have a simple but very powerful ad format that can substantially increase your profits. For example, in a recent campaign we created for XYZ Furniture in Cincinnati, using this ad format produced an immediate increase of 43% in their profits.

At the same time, it doesn't cost you a penny more to use this format than you're currently spending to run your ad in the Dayton Daily News. So there's no additional cost from that standpoint.

I've prepared a short presentation that will give you all the details on how this ad format works. But before the presentation, I'd like to get a little more background on your current marketing initiatives, OK?"

Step 2: Get your prospect to clearly identify the problem they have

You: As I mentioned earlier, of the fastest and safest ways to grow your profits is by improving the results you get from an ad you're already paying to run. By doing this, you make

more sales immediately. In addition, you also add more new customers who will potentially buy even more furniture from you in the future. Are you currently doing anything to test different ads or different versions of your current ad?

Prospect: Well, I have to admit we really aren't doing much of anything. We've pretty much stuck with the same ad for quite some time now.

You: I understand. The problem with that though, is that you end up with nearly the same predictable results week-in and week-out. Plus, because most furniture retailers ads look and sound very similar to everyone else's, customers can just as easily decide to buy from your competitors instead.

But the good news is, your competitors aren't doing anything to test new ad formats either, so if you beat them to the punch, you're the one who benefits from all the profits that are ripe for the picking. Does this sound like something you should be working on?

Prospect: Absolutely. We've actually talked about it in the past. It's one of those things that we know is important, but with everything else we have going on, we just never seem to get around to it.

You: I agree. Let me ask you another question, and I realize you'll only be able to give me a rough estimate, but what do you think is the dollar value of sales that you're losing to your competitors every year if you don't aren't making sales that end up going to those competitors?

Prospect: It's hard to say, because I'm not sure how to measure what we're really losing.

You: Let's use a working figure of 30%. As I mentioned earlier, XYZ Furniture got a 43% increase in profits. But let's be a bit more conservative and use the 30% figure.

Prospect: OK, let me do some quick math here. Our monthly sales are about \$230,000 and we operate at a 20% profit margin, so our profit is roughly \$46,000 per month. 30% of that would be an increase of \$13,800 per month.

You: Great, and don't forget, this also means that you're adding more new customers, many of whom will buy more from you in the future. Not to mention that this is putting a dent in your competitors' sales. So what's the long range implication of sticking with your standard ad?

Prospect: Long range, we'd be missing out on a lot of additional profit. And possibly lose some of our own customers if one of our competitors does this instead.

You: That sounds pretty serious. Is this a problem you'd like to solve right now?

Prospect: We'd certainly like to solve it as soon as we can. But we also have to evaluate the cost and the effort to do that.

Step 3: Get your prospect to clearly define the benefits they'll gain

You: I understand. Let's say that we can turn your situation around, that by using our proven format, we can create an ad that substantially increases your profits and does this right from the start. And it also adds more new customers to your list. How would that help you?

Prospect: I'd probably be in shock. To be honest, we've been bothered by this for too long. Our sales are good and stay pretty steady, but we really haven't been able to get beyond our current level of sales. So to answer your question, it would certainly go a long way toward eliminating a problem we'd really like to solve.

You: Why is that important?

Prospect: Well, the market is a lot tighter now. With the economy the way it is, there seems to be more and more furniture stores offering lowball prices to try to steal business away from us. So if we could increase our sales, and even steal some sales away from our competition at the same time, we'd run circles around our two biggest competitors and leave the smaller ones in the dust.

You: If we accomplish what you've just described, what would that mean?

Prospect: It would be fantastic. We'd have a more stable customer base and make a lot more money.

Step 4: Make your presentation

You: Great! Let me take a few minutes, then, and show you exactly how we can accomplish this together.

Prospect: Good – I've been waiting to hear this!

You: As I mentioned earlier, our ad format is designed to substantially increase your sales without increasing the cost to run your ad. But rather than gambling on creating an altogether new ad, which is the approach most businesses and ad agencies take, we use a format that's already been proven effective for other furniture stores.

By doing this, you leverage a proven success factor in your own ad and remove the risk that's normally associated with creating a new ad. And it's this success factor that's the foundation of our ad format.

The format includes both a different structure and different content than what you're currently using. We take this proven format and create an ad customized for your business. And of course, you have complete approval of the ad.

Does that make sense?

Prospect: Absolutely. It sounds like a very different and interesting approach.

You: It definitely is different than the traditional approach to advertising. And in my experience, making use of a proven success factor like this is the ideal way to create ads that outperform what you're currently using. Most companies find that this produces an increase in profits of at least 30%, but I've also seen the results shoot up as high as 70%.

Step 5: Answer questions about your presentation

You: That's a quick overview of how our ad development process works. I think you'll agree that it offers an excellent way to increase your profits, add new customers who will potentially buy more from you, and gain a powerful advantage over your competitors. Are there any questions that you'd like me to answer?

Prospect: One of the questions I have is can I see an example of one of the ads you're referring to that produced such strong results?

You: You sure can. I'd be happy to send you a scan of the actual ad that XYZ Furniture uses. But please keep in mind that while this will give you a great example of how effective this format is, because your own ad will be created based on your specific needs, yours could be quite different.

Prospect: Fair enough.

Step 6: Quantify the gains and explain your fee structure

You: Alright, we're just about done. Let's take a look at how much additional profit you can reasonably expect to produce with an ad that uses this proven format. Earlier, you stated that a 30% increase in profits would be about \$13,800 per month, is that correct?

Prospect: Yes it is.

You: We like to run an ad for 3 months and monitor it to see if the profit increase it produces begins to drop off at 3 months. Sometimes drop off occurs around then and other times an ad can have a much longer productive life.

But for the sake of this discussion, let's use 3 months. So if we multiply the \$13,800 you mentioned times 3 months, that means the ad would produce a total profit increase of \$41,400 during this 3 months, correct?

Prospect: Yes, that's the figure I come up with as well.

You: OK, so we'll use this figure of \$41,400. My fee for your project would be \$6,000, inclusive of everything. And we can split that into two payments of \$3,000, one now and the second in 45 days.

Plus, I fully guarantee your results. If the ad I create for you doesn't increase your profits, then it costs you nothing.

I offer this guarantee an important reason. To me, it's always seemed unfair that an ad agency or consultant charges massive fees but doesn't have to produce anything to earn them. But by guaranteeing your results, we're both highly motivated to make this project as successful as possible.

So for \$6,000, you stand to gain a minimum of \$41,400 in increased profits.

Step 7: Close the deal

You: So the results show that it will cost \$6,000 to produce increased profits of at least \$41,400. Is the solution worth the cost and effort to do this?

At this point, there are three possible answers that the prospect will give you.

Prospect Answer 1

Prospect: No, but thank you for the presentation. We appreciate your taking the time to talk with us today, but we're not interested.

When this happens, always ask for more information on why the prospect doesn't feel this strategy is right for their needs. Tell the prospect that you're always trying to improve your services, and if they'd share their reasons for rejecting this strategy, you'd appreciate it.

You: Thanks so much for your feedback and for taking the time to talk with me today. I wish you the best of luck with your business.

Prospect Answer 2

Prospect: I like what I've seen so far, but we're going to need a little more time to make our decision. That's a lot of money to invest right now while the economy is uncertain.

You: I understand, and I'll be happy to help you in any way that I can. Is there more information or any more materials that you need from me?

Prospect: No the information you've provided is quite complete. I'd just like to take a bit more time to discuss it with my team and see how this might impact other projects we've already committed resources to. I'll also want to run the numbers by our CFO.

You: Fair enough. Do you have an estimate of how long it will take you to reach your decision?

Prospect: I should know within 10 days.

You: Great. I'll plan to give you a call in about 10 days if I haven't heard from you first. Thanks for taking the time to let me show you how this ad format can increase your profits and bring you more new customers. I really appreciate it.

Prospect Answer 3

Prospect: Yes, I believe it is.

You: Excellent. Then I'll have an agreement drawn up and sent to you for your review. If you'd like anything changed in the agreement, just let me know and we'll work things out.

Prospect: Great.

You: Thanks so much for taking the time to speak with me today. I look forward to many mutually beneficial years of doing business together.

Example 06-04

Asset Licensing Agreement

Letter of Agreement

The following is a summary of the agreement for **Your company name** (having an address of **Your address**) to create a space ad designed to significantly increase sales and profits for **Client's Company** (having an address of **1234 SE Main Street, Portland, OR 97022**).

Your Company agrees to:

1. Provide all copy and design for a space ad designed to attract substantially more customers and increase sales and profits. All copy and design elements are subject to your approval.
2. Assist in determining the best placement dates for the ad.
3. Protect all proprietary information and sales figures of **Client's Company**
4. That **Your Company Alchemy** agrees is simply a Contractor under this Agreement and shall be responsible for payment of any and all taxes and/or insurance as required by federal and state law.

Client's Company agrees to:

1. Build a tracking mechanism into your ordering system in order to accurately measure sales that result from this ad campaign.
2. Approve the copy and design for the ad in a timely manner.
3. Carry out the placement of the ad on the agreed upon schedule.
4. Appoint a staff member to act as the main contact to **Your Company**
5. Pay **Your Company** a fee of \$8,000 for the use of this ad for a period of three months. The three month period begins the first day that the ad appears in a publication. The project fee may be split into two equal payments. The first payment of \$4,000 is due to start the project. The second payment is due 45 days after the first payment.
6. Protect the proprietary nature of this ad campaign (which is the copyrighted intellectual property of **Your Company** and is licensed to **Client's Company**), by not sharing the ad campaign or strategy with anyone other than your employees involved with the ad campaign, and by not re-using the ad or any portion of it without proper compensation to **Your Company**.

Both parties agree to:

1. All of **Your Company's** work is completely guaranteed. Specifically, we must produce enough additional profit from this program to justify our fees. In the unlikely event that the project does not produce enough profit to cover our fee, the prorated portion that is unearned will be returned to you.
2. Act in good faith and carry out their responsibilities to the best of their abilities.

3. Use an arbitrator to settle any dispute that arises from interpretations of the terms of this agreement. All disputes will be submitted to arbitration under the rules of the American Arbitration Association and the findings of the arbitrator will be binding on all parties. All arbitration will take place in the state of California and interpretation of this agreement shall be governed by the laws of the state of California.

Client's Company

Name: _____

Title: _____

Date: _____

Your Company

Name: _____

Title: _____

Date: _____

Example 07-01

Service Broker space ad

Save 30% on Web Development ...with No Drop in Quality

Are you over paying for web development services? Our highly experienced programming team can save you 30% off what other companies charge. And there's no sacrifice in quality. Here's the kind of savings our clients report:

- *"Wow, I'm really impressed with the new home page you created for us. And it's even better considering that you actually delivered the job two days earlier than promised and saved me 40% of what I would have paid elsewhere. You can bet I'll be hiring you again."*
-- Tom Forman, President, Atlas Financial
- *"A business associate told me about your service and am I glad she did. The blog you designed and set up looks great, works flawlessly and your prices can't be beat. I've already told two more friends about you."*
-- Cindy Sanchez, Marketing Director, Keystone Office Supply

You could be enjoying similar savings and quality. Our seasoned team of programmers can handle almost any project and you get a fixed price bid you can rely on. There are no hidden fees, charges or extras.

To receive a complimentary, no-obligation bid on your project, just call **(555) 123-4567**. All it takes is a short phone call to get quality web development at substantial savings.

1

2

3

4

5

Example 07-02

Insert order

(Your letterhead)

Date

Mr. Michael Constantine, Advertising Manager
Dallas Morning News
(address)

Dear Michael,

We would like to place an ad in the Tuesday, August 5th issue. However, since this is our first time advertising in your paper and our budget is limited, we would like to test the effectiveness of your publication at a lower rate. If the results are satisfactory, we will be happy to contract for a longer period of time.

I have enclosed a check for \$170, which is the 52x rate, for this one-time test. If you have space available in the August 5th issue, please cash the check and let me know where to email the artwork to.

I look forward to a long and mutually prosperous relationship with the Dallas Morning News.

Regards,

Your name, title
Your company name

Example 07-03

Freelance job posting

Job post version – to be used on freelance sites

Post heading: Programmer needed

I'm looking for a talented programmer with some or all of the following skills: PHP4, PHP5, Java, C++, iPhone OS. You must have great references and interact well with clients. Most of the work will be web page development – home pages, landing pages, order pages, etc.

Ad version – to be used on Craigslist

Ad heading: Programmer needed

I'm looking for a talented programmer with some or all of the following skills: PHP4, PHP5, Java, C++, iPhone OS. You must have great references and interact well with clients. Most of the work will be web page development – home pages, landing pages, order pages, etc.
Email your rates and contact info to: contractors@gmail.com

Example 07-04

Service Broker Licensing Agreement

Letter of Agreement

The following is a summary of the agreement for **Your company name** (having an address of **Your address**) to create a space ad designed to significantly increase sales and profits for **Client's Company** (having an address of **1234 SE Main Street, Portland, OR 97022**).

Your Company agrees to:

5. Provide web page design for a new home page. At least two versions of your home page will be provided. All design elements are subject to your approval.
6. Protect all proprietary information of **Client's Company**
7. That **Your Company Alchemy** agrees is simply a Contractor under this Agreement and shall be responsible for payment of any and all taxes and/or insurance as required by federal and state law.

Client's Company agrees to:

7. Split test the new home page design with the old design and use tracking metrics to determine which performs best.
8. Approve the preliminary and final designs for the home page in a timely manner.
9. Carry out the implementation of the new design on the agreed upon schedule.
10. Appoint a staff member to act as the main contact to **Your Company**
11. Pay **Your Company** a fee of \$4,000 for the home page design. A deposit of \$4,000 is due to start the project. The final payment is due upon approval of the preliminary design.

Both parties agree to:

4. All of **Your Company's** work is completely guaranteed. You must be entirely satisfied with the design of your new home page or the entire fee will be refunded to you.
5. Act in good faith and carry out their responsibilities to the best of their abilities.
6. Use an arbitrator to settle any dispute that arises from interpretations of the terms of this agreement. All disputes will be submitted to arbitration under the rules of the American Arbitration Association and the findings of the arbitrator will be binding on all parties. All arbitration will take place in the state of California and interpretation of this agreement shall be governed by the laws of the state of California.

Client's Company

Name: _____

Title: _____

Your Company

Name: _____

Title: _____

Example 07-05


Take Lessons screen shot

What would you like to learn today?


Search thousands of pre-screened teachers for local and live, online lessons

[Search for Your Teacher](#)

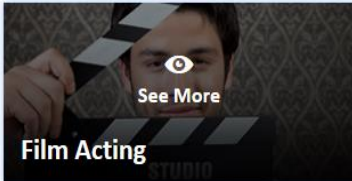
Browse: **Popular** Academic Tutoring Music Performing Arts




Singing




Algebra




Film Acting



Guitar



Spanish



Theatrical Dance

Example 08-01

Email offering Private Label licenses

Subject: Resale rights license to one of my hottest products

1

Have you read my 40-page report, "How to Increase Your Profits by 20% in 20 Minutes"?

2

It features four extremely simple ways to quickly increase your profits. Each method takes about 20 minutes to apply and each will increase your profits by 20% or more.

And to make it foolproof to use, each method is accompanied by a case study showing exactly how it was implemented to produce an impressive increase in profits.

=====
Now you can profit by reselling this report
=====

3

I'm now offering resale rights licenses to this powerful report at a very affordable price. This report sells for \$29 (or you can charge more if you'd like) and I've sold out all 4 print runs each time I offer it. That's how valuable my own customers find this potent, easy to apply information.

When you purchase a resale rights license for 100, 250, 500 or 1,000 copies of this report, your cost is just \$4.50 per copy plus the cost to ship them to you.

In addition, if you would like the report customized with your company's branding rather than our standard cover, there is a one-time flat fee of \$250 to design a custom cover.

Here's how these resale rights work. With your license you get:

1. Two emails for promoting the report

I've tested dozens of emails for selling this report and you'll get the top performing emails that produced the best results.

2. Quick printing and delivery directly to your door

Normally, it takes a lot of time and money to find reliable printer, have your page proofs made, and get your reports printed and shipped to you. But you don't have to worry about any of that because my team takes care of having your reports printed and shipped to you.

We use a high-quality, experienced printing firm that we've had a strong business relationship with for over 15 years. So you can feel confident that your reports will arrive on your doorstep as quickly as possible.

=====

How to lock in your license

=====

If you'd like to get a resale rights license To "How to Increase Your Profits by 20% In 20 Minutes" so you can start selling and profiting from it right away, just click the link below.

You'll then be able to choose the quantity you'd like and make your payment. My production company will get to work right away on printing and shipping your order, which you'll receive in no more than two weeks.

To place your order, just click here:

<http://www.ProfitAlchemy.com/2020rights>

Regards,

Bob Serling

4

5

Example 08-02

Private Label order form



More traffic... more sales... more often

How to Increase Your Profits by 20% in 20 Minutes

Order Form



[Click to view PDF](#)

You're just a click away from being able to profit by selling this popular report to your customers. They'll love these four simple ways to increase their profits with minimal effort. And you'll love this hassle-free way to add quality content and more profits to your business.

Once you've entered your order information, our team will go to work immediately to have your reports shipped to you in the shortest time possible. You can expect to receive your reports in two weeks or less. And you'll receive an email with your complete marketing kit that helps you sell this report right away. So just fill in the information below to place your order.

| quantity | total cost |
|--|--------------------------------------|
| <input type="radio"/> 100 | \$480 (\$450 plus \$30 shipping) |
| <input type="radio"/> 250 | \$1,165 (\$1,125 plus \$40 shipping) |
| <input type="radio"/> 500 | \$2,300 (\$2,250 plus \$50 shipping) |
| <input type="radio"/> 1,000 | \$4,575 (\$4,500 plus \$75 shipping) |
| <input type="checkbox"/> Check here if you'd like a customized cover with your branding for a one-time fee of \$200. | |

Billing Information

Required fields are in **bold**.

First Name
Last Name
Company
Phone
Email
Confirm Email
Address
City
ZIP/Postal Code
Country
State
☐ Remember my information



Payment Information

☐ Credit Card ☐ PayPal

Name on Card
Card Type
Card Number
Expiration Date / (MM/YYYY)

[Place Order](#)

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Example 08-03

Thank-you email for Private Label license purchase

Subject: Thanks – Your books are being printed

Thanks for ordering “How to Increase Your Profits by 20% in 20 Minutes” to sell to your subscribers.

They’ll love discovering these four simple ways to increase their profits with minimal effort. And you’ll love the positive feedback you receive, the customer loyalty it creates, and of course, the additional profits.

Our team will start working on creating your reports and have them sent out to you as quickly as possible. You will receive them in no more than two weeks – and possibly earlier.

Also, we’ve attached a Marketing Kit that will make it as easy as possible for you to start selling your reports once they arrive. It contains two emails for contacting your subscribers and instructions for when to send them.

That’s all for now. If you have any questions, please feel free to contact me.

Regards,

Name, Customer Service Manager
Email address
Phone number

Example 08-04

Private Label Marketing Kit
Instruction Sheet

How to Increase Your Profits by 20% in 20 Minutes

Marketing Instructions

Selling this valuable report to your customers is very easy. You'll find two emails included in this Marketing Kit. Here's the best way to use them to make the most sales.

How and when to send these emails. Both emails are designed to be sent to your subscriber list. The first email, with the subject line "Excellent resource for your business" should be sent on a Tuesday, Wednesday, or Thursday.

The second email, with the subject line "Did you miss this excellent resource for your business" should be sent two days *after* the first email. Studies have conclusively proven that sending out a second, follow-up email will increase your sales between 15% and 70%. So it's clearly well worth making sure you send this second email.

The reason the first email is sent on a Tuesday, Wednesday or Thursday is that Sunday and Monday have been shown to be the worst days for getting your emails opened. So using this schedule, neither your first nor second email will ever arrive on a Sunday or Monday.

Increase your profits by sending multiple times per year. It's strongly recommended that you send both emails out on the schedule above as frequently as once per quarter. Because the average open rate on emails is between 6% and 10%, the majority of your subscribers will not have seen your message. Plus, you're always adding new subscribers to your list who would be excellent prospects for this report.

Contrary to what some people think, mailing multiple times per year does not offend your subscribers as people quickly forget an email they didn't pay attention to. And by remaining on your subscribers radar, you can't help but to increase your sales.

Example 08-05

Private Label Marketing Kit
Sales email #1

Subject: Excellent resource for your business

I want to let you know about a valuable report
I recently discovered called "How to Increase
Your Profits by 20% in 20 Minutes."

It features four extremely simple ways to
quickly increase your profits. Each method
takes about 20 minutes to apply and each
will increase your profits by 20% or more.

And to make it foolproof to use, each method
is accompanied by a case study showing exactly
how it was implemented to produce an impressive
increase in profits.

=====
My own experience with this report
=====

I was so impressed with how easy it is to apply
any of these four techniques – and by how much
I quickly profited from using just one of them – that
I arranged to purchase a quantity of this report for
my subscribers.

I know you'll benefit immensely from this short,
40-page report. However, I only have a limited
supply and they're available on a first-come,
first-served basis.

You can get your copy now for just \$29. And
if you don't feel this report is worth 100 times
the price, just return it and I'll give you a prompt,
full refund.

To place your order and start benefiting from
these simple, innovative ways to increase your
profits right away, just click here:

<http://www.CustomerSite.com/2020book>

Regards,

Name, Title
Company name

Example 08-06

Private Label Marketing Kit
Sales email #2

Subject: Did you miss this excellent resource for your business?

A couple of days ago, I sent out an email about a valuable new resource for your business. It's been so beneficial for my own business, that I wanted to make sure you didn't miss this.

So here's that email again...

I want to let you know about a valuable report I recently discovered called "How to Increase Your Profits by 20% in 20 Minutes."

It features four extremely simple ways to quickly increase your profits. Each method takes about 20 minutes to apply and each will increase your profits by 20% or more.

And to make it foolproof to use, each method is accompanied by a case study showing exactly how it was implemented to produce an impressive increase in profits.

=====
My own experience with this report
=====

I was so impressed with how easy it is to apply any of these four techniques – and by how much I quickly profited from using just one of them – that I arranged to purchase a quantity of this report for my subscribers.

I know you'll benefit immensely from this short, 40-page report. However, I only have a limited supply and they're available on a first-come, first-served basis.

You can get your copy now for just \$29. And if you don't feel this report is worth 100 times the price, just return it and I'll give you a prompt, full refund.

To place your order and start benefiting from these simple, innovative ways to increase your profits right away, just click here:

<http://www.CustomerSite.com/2020book>

Regards,

Name, Title

Company name

Example 09-01

A-to-Z questions for creating a book

How to Make 6 to 7-figures creating small booklets to sell or license in bulk

Graham McGregor is THE leading marketing expert in New Zealand and writes a weekly marketing column for the largest daily newspaper in New Zealand, the New Zealand Herald. And beyond New Zealand, Graham's excellent advice is listened to by companies world wide. He's also an authority on quickly creating and selling small booklets and he's going to share his wisdom on this with us today. So welcome Graham.

Overview

Please give a brief description of how you create and sell/license your booklets

How long have you been doing this?

Can you tell me about a few of your successes?

The booklet creation process

How do you create a typical booklet?

What is the average length of a booklet?

How long does it take, on average to create one?

How do you get it into its finished format – both for pdf and print?

How do you customize a booklet for a client?

How do you deliver the customized version to your client – both for pdf and print?

Prospecting and sales

How do you target the best prospects who will buy or license your booklets?

How do you make the sale itself – by email, phone or some other method?

What pricing have you found works best?

When a client buys or licenses a booklet from you, do they pay a one-time fee or is the fee renewable?

How do you use your booklets as a lead generator to find more prospects?

Wrap up

Is there anything important that I've missed that listeners should know about?

How do people find out more about you?

Example 09-02

About the Author page

About Bob Serling

Bob Serling is a 30-year marketing veteran and the founder of Profit Alchemy, Inc. His innovative take on marketing has helped hundreds of clients get exceptional results with their marketing.

Bob has been the monthly marketing columnist for Success Magazine... invented a skateboard toy featuring Tony Hawk's branding that was sold in toy stores and department stores all over the world... co-created and marketed advanced assessment software currently being used by many Fortune 500 companies... created a one-and-a-half page prospecting letter for a client that landed an agreement for a \$25 million project by being sent to just one prospect... and much more.

He's perhaps best known for having pioneered the concept of "renting" proven marketing campaigns to clients. Rather than charging high fees for new, untested marketing with a high likelihood of failure, Bob only rents out marketing campaigns that have been proven successful multiple times – and guarantees his clients success. To find out more about how this is done, please visit:

www.ProfitAlchemy.com

Example 09-03

Cover from 20/20 report

How to Increase Your Profits by 20% in 20 Minutes



by Bob Serling

Example 09-04

Copyright page

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Any perceived slights of specific people or organizations is unintentional.

Example 09-05

Two-column format for main pages of a book

How to Increase Your Profits By 20% in 20 Minutes

by Bob Serling

Welcome to **How to Increase Your Profits By 20% in 20 Minutes**.

Now I know that the promise I've made in the title of this report may sound a bit hard to believe, but let me assure you that increasing your profits by 20% with just 20 minutes of effort is actually very easy to do.

In fact, once you see how simple and practical the techniques are for achieving this kind of growth in profits, you'll probably wonder why you didn't think of them years ago.

And that's just the beginning. Because not only is it extremely easy to increase your profits by 20% in 20 minutes, in most cases, it won't cost you a dime to implement these techniques.

About This Report

Now I'm sure this introduction has stimulated your curiosity, and in just a minute, I'll lay out the techniques in complete detail. I'll also give you actual case studies of the techniques in action along with the results they produced. This will make it even easier for you to see how simple and how powerful these techniques really are. And to use the case studies as models to create your own successful marketing.

But before I get to all the details, I want to give you a little background on how this report is written. First, you'll notice in this report that there's no fluff or filler. This information is tight, lean, and to the point. There's no extra baggage to fatten up the material. It's been specifically

Example 09-06

Prospecting email to send to your list

Subject: Simple way to publish a complete book in just 60 minutes

1

Every author and speaker can always use more information products. Whether they're to give away to create greater customer loyalty... or sell as a way of generating passive profits while establishing your expertise, the need to create more products is constant.

2

However, with everything else you have to do, it's easy to put off creating these information products that would be so valuable to your business until later. But we all know that later seldom comes.

3

That's why I'd like to tell you about a new service I'm offering where we will assist you in writing a high-quality book, along with professionally designed front and back covers and deliver it to you in finished format completely ready to go. And all it takes is about 60 minutes of your time.

4

How is this done? Rather than explaining the complete process here, I've created a short web page with all the details. It will only take you about five minutes to read and understand our innovative process.

5

If you'd like to get the information products you need to find new customers, keep them longer, and achieve your business goals without all the hassle of the traditional writing process, take a minute to check out the details now:

<http://www.YourWebsite.com/60minutes>

Regards,

Your name

Your email address

Your web site url

Your phone number

Example 09-07

Book order page



More traffic... more sales... more often

Now you can have a complete book on any topic written and published in just 60 minutes

If you need to create books to sell or give away to your prospects and customers and want to bypass the countless hours it normally takes to create a high quality manuscript, here's the solution. We will help you outline, write and publish a high-quality "how to" book, have professionally designed covers created for you, and deliver your book you in finished format. And all it takes is 60 minutes of your time.

Using our proprietary Rapid Book Creation process, you'll have a high-quality book you can give away or sell — and you'll get it in the shortest time possible. Here's exactly how the Rapid Book Creation process works:

RBC Step 1: 20-minute call to strategize and outline your book

Using our proprietary process, you'll love how easily we can work with you to create a complete outline and an excellent title for your book. Each point in the outline is then turned into a list of questions.

RBC Step 2: 45-minute recorded interview

At a time that's convenient for you, we'll record a 45-minute phone interview where we ask you the questions we've mutually created and you provide insightful answers. Because the recording is then transcribed, everything is low key and you never have to worry about making mistakes because anything you aren't happy with can easily be edited out.

RBC Step 3: Your interview is transcribed, edited for spelling and grammar and sent to you for your approval

The draft of your book is delivered to you within two weeks of completing your interview. We also have attractive front and back covers professionally designed for your book, which are delivered to you at this time as well.

RBC Step 4: You review and approve the book and it is then put into final format

Once you review your manuscript, we'll apply any small edits that you might have. Often there are no edits required at all, since the interview questions were created collaboratively and you know in advance exactly what you want to say. Upon your approval, your book will be put in final, high-resolution format and delivered to you within 48 hours.

That's all there is to it! With about 60 minutes of your time, you'll have a fully written and professionally designed book completed and delivered to you. What could be easier!

Here's the next step to getting your book written and published

Ready to get started? Getting your book written and published couldn't be easier than having our trained team do all the heavy lifting for you. The complete fee for everything listed above is just \$2,250 — and there are no hidden up charges or extras.

To start the process of getting your book written and published, just fill in the information below and click the submit button. You'll receive our **Author's Welcome Packet** right away and someone from our team will get in touch with you in the next 24 hours to schedule the pleasant tasks of getting your book written and delivered to you.

Name:
Email:
Web site url:

Get Started

[TERMS OF SERVICE](#) • [COPYRIGHT](#) • [PRIVACY](#) • [DISCLAIMER](#) • [ANTI-SPAM](#)
Copyright © 2014 Profit Alchemy. All Rights Reserved.

1

2

3

4

Example 09-08

Thank-you email to confirm a book order

Subject: Thanks for your book order

Thanks again for ordering your book that we'll create using our Rapid Book Creation process that only requires about 60 minutes of your time.

I've attached an Author's Worksheet that will help you prepare for your initial call. This document also lists all the steps in our Rapid Book Creation process so you're always aware of exactly where we are in the process.

Please take a few minutes to read the Welcome Sheet. A member of our team will call you within the next 24 hours to answer any questions you may have and schedule your initial call.

We look forward to helping you create an exceptional book.

Regards,

Your name

Your email address

Your web site url

Your phone number

Example 09-09

Author's Worksheet

Rapid Book Creation Author's Worksheet

Welcome! And thank you for selecting us to help you create your book. When done properly, this should only require about 60 minutes of your time.

This Worksheet will help you organize your ideas in order to get the most benefit from your initial 20-minute planning call. Please fill in as much of the information below as you can prior to your call. Then email a copy to us at: worksheet@YourCompany.com

* * * * *

1. Topic:

Your book should focus on a single topic rather than try to cover multiple topics at the same time.

2. Audience

Describe your audience in a few paragraphs.

3. Title:

List all potential titles you might be considering.

4. A to Z steps

In order to describe this topic clearly, list the steps from A to Z that would be required to teach it to a beginner.

5. About the Author

Please take 2 to 4 paragraphs to describe yourself and your accomplishments. If appropriate, include a link to your web site.

The Rapid Book Creation process

Here's a list of all the Steps in our process. This will help you track exactly where your project is in the process.

Step 1: 20-minute call to strategize and outline your book

Using our proprietary process, we work with you to quickly create a complete outline and an excellent title for your book. Each point in the outline is then turned into a list of questions.

Step 2: 45-minute recorded interview

At a time that's convenient for you, we record a 45-minute phone interview where we ask you the questions we've mutually created and you provide insightful answers. Because the recording is then transcribed, everything is low key and you never have to worry about making mistakes because anything you aren't happy with can easily be edited out.

Step 3: Your interview is transcribed, edited for spelling and grammar and sent to you for your approval

The draft of your book is delivered to you within two weeks of completing your interview. We also have attractive front and back covers professionally designed for your book, which are delivered to you at this time as well.

Step 4: You review and approve the book and it is then put into final format

Once you review your manuscript, we'll apply any small edits that you might have. Often there are no edits required at all, since the interview questions were created collaboratively and you know in advance exactly what you want to say. Upon your approval, your book will be put in final, high-resolution format and delivered to you within 48 hours.

That's all there is to it! With about 60 minutes of your time, you'll have a fully written and professionally designed book completed and delivered to you. You can then sell it, give it away, publish to Amazon or use in any way you'd like.

What could be easier!

Example 10-01

Facebook Ads for generating leads

Tax bite killing you?

profitalchemy.com



Free report will reduce
your taxes now – even
if you take all
deductions allowed.

Paying too much taxes?

profitalchemy.com

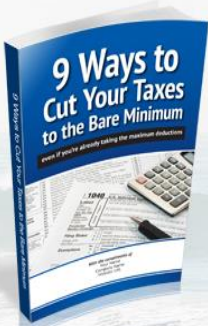


Free report will reduce
your taxes now – even
if you take all
deductions allowed.

Example 10-02

Landing page for lead generation bait piece

9 Ways to Cut Your Taxes to the Bare Minimum
...even if you're already taking the maximum deductions
Free Download



You're just a few seconds away from discovering 9 simple, completely legal ways to cut your taxes to the bare minimum. To get your free copy of this eye opening report, just fill in the form below.

*Name

*Email address

Zip code

Annual income

We respect your privacy. We promise never to sell your information.
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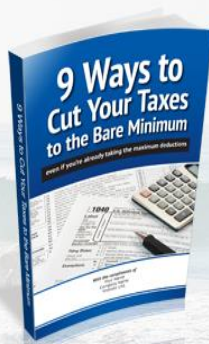
Jeremy Lobb
PHOTOGRAPH

Example 10-03

Download page for lead generation bait piece

9 Ways to Cut Your Taxes to the Bare Minimum
...even if you're already taking the maximum deductions

Download page



Discover 9 simple, completely legal ways to cut your taxes to the bare minimum. To download your free copy of this eye opening report, just click on the image of the report to the right.

We respect your privacy. We promise never to sell your information

© 2014 | ProfitAlchemy.com

Jeremy Lubben
PHOTOGRAPHY

Example 10-04

Prospecting letter sent to lead brokering clients

(Your Letterhead)

(First name) (Last Name), Title

Company name

Address

City, State Zip

Dear (Salutation) (Last Name),

1

If you need highly qualified leads for adding new clients to your practice, I offer a service I believe you'll be very interested in.

2

We have a unique instrument that gets accounting prospects in your area to volunteer that they have a strong interest in reducing their taxes and disclose their annual income. Using this data, we can provide you with highly qualified leads of people in the income ranges that are the best fit for your practice.

3

So instead of depending on referrals, which you have little control over, or using hit-and-miss prospecting methods, you can now reach your ideal prospects much more effectively. And because they are qualified by need, zip code and income to match the profile of your ideal client, you'll convert a far greater number of these leads to paying clients than you would with other sources.

I'd be happy to give you more details on exactly how this works and show you the instrument we use to generate these highly qualified leads, so you can be assured that it delivers your ideal prospects. I promise the short time it takes to fill you in on the details will be well worth your time.

4

I'll call you on Thursday, (date) to schedule a short phone meeting either with you directly or the appropriate representative from your company. Or if you'd prefer to call me sooner, I can be reached at (phone number).

5

Sincerely,

Your name, Title

Company name

Email address

Example 10-05

Sales presentation script for lead brokering

Step 1: Introduction

This step takes just a few minutes, but accomplishes three very important goals. You will introduce the phone meeting participants from both companies, establish rapport, and give a two-minute overview of your product.

Introducing the participants

Start by giving a short (what would amount to about two paragraphs in writing) introduction of yourself, then ask the prospect to have each member of their staff introduce themselves briefly. Often, the prospect will take the initiative to start the introductions on their own when there are multiple people attending and it's just you on your end.

Establishing rapport

Look to find something to chat about before starting the meeting. If you're in a different area of the country, or an entirely different country, than your prospect, do a little research and find out what's been going on in their area. Since the majority of prospects tend to be male, I usually look to see if there's been a major sporting event in the prospect's area or what sports teams are popular in the region.

Allow the group to spend about 5 minutes chatting, then shift the conversation to starting the business at hand.

Give a one-minute overview of your lead generation process

"As I mentioned in my email, I have a unique instrument that gets prospects in your local area to volunteer that they have a strong interest in reducing their taxes. They also disclose their annual income and exactly where they live, so we can accurately target the ideal prospects for your practice.

I've prepared a short presentation that will give you all the details on how this works. But before the presentation, I'd like to get a little more background on your current marketing initiatives, OK?"

Step 2: Get your prospect to clearly identify the problem they have

You: As I'm sure you know, prospecting is the key to keeping a steady stream of clients coming into your practice. What are you currently doing to achieve this?

Prospect: Not nearly as much as we should be. The results of the few things we've tried have been so poor that we've pretty much stopped marketing and just rely on referrals now.

But that isn't really reliable and we know that if we don't do something, business could slow down significantly.

You: I understand. It's unfortunate that most marketing does not produce reliable or consistent results. But the good news is that it's reasonably easy to correct by marketing directly to people who have already raised their hands to say they're interested in your services. And that they live in your area and have the income that matches your ideal clients. Does this sound like something you should be working on?

Prospect: Absolutely. We've actually talked about doing more marketing just recently. It's one of those things that we know is important, but with everything else we have going on, we just never seem to get around to it.

You: I agree. Let me ask you another question, and I realize you'll only be able to give me a rough estimate, but how much income do you think you're losing if you aren't doing much to grow your client base?

Prospect: It's hard to say, because I'm not sure how to measure what we're really losing.

You: Let's use a working figure of 15%, which is a relatively conservative figure. Do you agree?

Prospect: That sounds about right. So let me do some quick math here. Our annual revenue is about \$2.4 million and we operate at a 30% profit margin, so our annual profit is roughly \$720,000. 15% of that would be a loss of \$108,000 annually.

You: And, on average, how long does a client tend to stay with you?

Prospect: Well, I couldn't say exactly. But at least five years and many clients have been with us for 10 years or more.

You: So let's be as conservative as possible and use five years. So if we multiply that \$108,000 by five, the actual amount of lifetime revenue you're losing comes to \$540,000, correct?

Prospect: It sure does. When you put it that way, I can see that the problem is a lot greater than we thought.

You: That's true, and it's also possible that these new clients will refer other friends and business associates as well. So what's the long range implication of sticking with your current approach to marketing?

Prospect: Long range, we'd be missing out on a significant amount of additional profit. Plus, we'd also be losing those clients to our competitors.

You: That sounds pretty serious. Is this a problem you'd like to solve right now?

Prospect: We'd certainly like to solve it as soon as we can. But we also have to evaluate the cost and the effort to do that.

Step 3: Get your prospect to clearly define the benefits they'll gain

You: I understand. Let's say that we can turn your situation around, that by using our highly qualified leads, we can grow your client base by 15%. How would that help you?

Prospect: I'd probably be in shock. To be honest, we've been bothered by this for too long. Our profits are good and stay pretty steady, but we really haven't been able to get beyond our current level. So to answer your question, it would certainly go a long way toward eliminating a problem we'd really like to solve.

You: Why is that important?

Prospect: Well, we can't depend on things remaining the same without doing something to bring in new clients. Natural attrition alone will eat into our profits. So if we could find something reliable that grows our client base, we'd actually be more profitable rather than just maintaining the status quo.

You: If we accomplish what you've just described, what would that mean?

Prospect: It would be fantastic. We'd have a more stable client base and the firm would make more money.

Step 4: Make your presentation

You: Great! Let me take a few minutes and show you exactly how our targeting instrument works and how we can accomplish this together.

Prospect: Good – I've been waiting to hear this!

You: As I mentioned earlier, we have a unique instrument that gets qualified prospects in your area to tell us that they are interested in reducing how much they pay in taxes and provide us with their annual income.

We do this by giving away a free booklet called "9 Ways to Cut Your Taxes to the Bare Minimum ...even if you're already taking the maximum deductions". One of the key points in this booklet is that simply by visiting your CPA twice per year rather than once so you can do proper tax planning, you can easily reduce your tax burden by 10% to 30%. And if your CPA isn't

encouraging you to do this, you might want to look for a CPA who does a better job of looking out for your interests.

We use a proprietary targeting process to find only those people in your local area with incomes of \$150,000 or greater per year to give this booklet to, and as I mentioned, they verify their income when requesting the booklet.

In addition to these leads, we also give you a mailing piece you can use for contacting them and a copy of the booklet they responded to.

By contacting these highly targeted and qualified leads, you can build your client base much more quickly and consistently than you can with other methods. Does that make sense?

Prospect: Absolutely. It sounds like a very different and interesting approach.

You: It definitely is different than the traditional approach to marketing. Instead of using methods that don't filter out who you're talking to, by marketing to these highly targeted and interested prospects, you get far better results than with other methods.

Step 5: Answer questions about your presentation

You: That's a quick overview of how our highly targeted lead process works. I think you'll agree that it offers an excellent way to add new clients, increase your profits, and stay ahead of the attrition curve. Are there any questions that you'd like me to answer?

Prospect: Can you tell me how you choose who to target?

You: Not exactly. That's a proprietary formula that we don't disclose and it's essentially our "secret sauce". However, when you use our leads, you'll be able to immediately see that they fit your exact criteria.

Prospect: Fair enough.

Step 6: Quantify the gains and explain your fee structure

You: Alright, we're just about done. Let's take a look at how much additional profit you can reasonably expect to produce with these highly targeted leads. Earlier, you stated that a 15% increase in profits would be about \$108,000 annually, is that correct?

Prospect: Yes it is.

You: We like to run a test for about a month and monitor it to see if the profit increase it produces matches our projection. Sometimes it actually exceeds it.

So if we break that \$108,000 down to a monthly figure, that comes to a \$9,000 per month profit increase that we're looking for. Plus, because each client stays with you at least five years, the real value of that \$9,000 becomes \$45,000 over that five years.

Our fees start as low as \$50 per qualified lead and we recommend that you test 50 for your first month. That would mean that my fee for your project would be \$2,500. Plus, I fully guarantee your results. If the test you run doesn't increase your profits, then it costs you nothing.

I offer this guarantee an important reason. To me, it's always seemed unfair that an ad agency or consultant charges significant fees but doesn't have to produce anything to earn them. But by guaranteeing your results, we're both highly motivated to make this project as successful as possible.

So for \$2,500, you stand to gain a minimum of \$9,000 in increased profits immediately, but you're actually adding \$45,000 in profits because of the five years each client stays with you.

Step 7: Close the deal

You: So based on this amount of increased profits, is the solution worth the cost and effort to do this?

At this point, there are three possible answers that the prospect will give you.

Prospect Answer 1

Prospect: No, but thank you for the presentation. We appreciate your taking the time to talk with us today, but we're not interested.

When this happens, always ask for more information on why the prospect doesn't feel this strategy is right for their needs. Tell the prospect that you're always trying to improve your services, and if they'd share their reasons for rejecting this strategy, you'd appreciate it.

You: Thanks so much for your feedback and for taking the time to talk with me today. I wish you the best of luck with your business.

Prospect Answer 2

Prospect: I like what I've seen so far, but we're going to need a little more time to make our decision. That's a lot of money to invest right now while the economy is uncertain.

You: I understand, and I'll be happy to help you in any way that I can. Is there more information or any more materials that you need from me?

Prospect: No the information you've provided is quite complete. I'd just like to take a bit more time to discuss it with my team and see how this might impact other projects we've already committed resources to. I'll also want to run the numbers by our CFO.

You: Fair enough. Do you have an estimate of how long it will take you to reach your decision?

Prospect: I should know within 10 days.

You: Great. I'll plan to give you a call in about 10 days if I haven't heard from you first. Thanks for taking the time to let me show you how these highly qualified leads can bring you more new clients and increase your profits. I really appreciate it.

Prospect Answer 3

Prospect: Yes, I believe it is.

You: Excellent. Then I'll have an agreement drawn up and sent to you for your review. If you'd like anything changed in the agreement, just let me know and we'll work things out.

Prospect: Great.

You: Thanks so much for taking the time to speak with me today. I look forward to many mutually beneficial years of doing business together.

Example 10-06

Prospecting letter used by lead brokering clients

(Client's Letterhead)

1

(First name) (Last Name), Title

Company name

Address

City, State Zip

2

Dear (Salutation) (Last Name),

3

You recently requested a copy of "9 Ways to Cut Your Taxes to the Bare Minimum ...even if you're already taking the maximum deductions". This shows that you're serious about reducing your tax burden to the least amount legally possible.

As you may recall, one of the key points in that report is that simply by visiting your accountant twice per year instead of once, you can adjust a number of items that will reduce the amount of tax you pay by a minimum of 20%.

4

What's interesting is that most accountants *never* make this simple recommendation to you. So in my opinion, they aren't giving you the level of service you deserve.

To correct this and help you reduce your taxes this year, I'd like to invite you to come to my offices for a complimentary Tax Reduction Review. You simply bring in your tax return from last year, I'll ask you a few questions and then I'll give you an accurate projection on how much tax you can save. And I'll tell you on the spot which simple adjustments to make in order to ease your tax burden.

5

This Tax Reduction Review takes about 45 minutes and there is no charge whatsoever and no obligation to use my services. However, because I only have a few hours each week to devote to this, we're offering these Reviews on a first-come, first-served basis. To schedule your complimentary review at a time that's convenient for you, just call my office and ask for Susan Smith.

I look forward to meeting you and showing you a number of simple, practical things you can do to reduce the amount of tax you pay immediately.

Sincerely,

Client's name, Title

Company name

Email address

Example 10-07

Licensing Agreement for lead brokering

Letter of Agreement

The following is a summary of the agreement for **Your company name** (having an address of **Your address**) to provide qualified leads designed to significantly increase sales and profits for **Client's Company** (having an address of **1234 SE Main Street, Portland, OR 97022**).

Your Company agrees to:

1. Provide 50 targeted, qualified leads in Excel format.
2. Provide a prospecting letter to be used in contacting these leads.
3. Provide a copy of the report that was used to generate these leads.
4. Protect all proprietary information of **Client's Company**
5. That **Your Company** agrees is simply a Contractor under this Agreement and shall be responsible for payment of any and all taxes and/or insurance as required by federal and state law.

Client's Company agrees to:

1. Test the new leads and track the results in order to measure their performance.
2. Carry out the test mailing on the agreed upon schedule.
3. Appoint a staff member to act as the main contact to **Your Company**
4. Pay **Your Company** a fee of \$2,500 for the 50 leads provided. Payment is due to start the project.
5. Protect the proprietary nature of the letter provided for contacting these leads (which is the copyrighted intellectual property of **Your Company** and is licensed to **Client's Company**), by not sharing the letter with anyone other than your employees involved with the prospecting effort, and by not re-using the letter or any portion of it without proper compensation to **Your Company**.

Both parties agree to:

1. All of **Your Company's** work is completely guaranteed. Specifically, you must produce enough additional profit from contacting these leads to justify our fees. In the unlikely event that the project does not produce enough profit to cover our fee, the prorated portion that is unearned will be returned to you.
2. Act in good faith and carry out their responsibilities to the best of their abilities.
3. Use an arbitrator to settle any dispute that arises from interpretations of the terms of this agreement. All disputes will be submitted to arbitration under the rules of the American Arbitration Association and the findings of the arbitrator will be binding on all parties. All arbitration will take place in the state of California and interpretation of this agreement shall be governed by the laws of the state of California.

Client's Company

Name: _____

Title: _____

Your Company

Name: _____

Title: _____

Example 10-08

Prospecting postcard for lead brokering

Tired of paying too much in taxes?

Most people pay more in taxes than they really have to – even if they think they’re taking all allowed deductions.

Our FREE report “9 Ways to Cut Your Taxes to the Bare Minimum” reveals 9 completely legal ways to substantially reduce your taxes now. Just some of what you’ll discover includes:

- 3 deductions the IRS says 96% of taxpayers don’t take
- A simple review your CPA probably is not making that will cut your taxes as much as 30%

- One important deduction to avoid—claim this and it actually *raises* your taxes
- Plus much more

To get your FREE copy of “9 Ways to Cut Your Taxes to the Bare Minimum ...even if you’re already taking the maximum deductions” just go to:

www.TaxSavings.com/9ways

This valuable report is only available for a limited time, so be sure to claim your FREE copy now

