

Published by Advanced Marketing Strategies, Inc.

THE ADVANCED MARKETING TOOLS CATALOG.

PRODUCTS GUARANTEED TO EXPAND YOUR SALES, REVENUES, AND PROFITS.



Marty Chenard

WELCOME TO ... TOOLS FOR ADVANCED DIRECT MARKETERS

In this catalog, you will find advanced marketing tools that are cutting edge, unique, powerful, and unlike anything you will find any place else.

In the last 17 years, the advanced marketing strategies, techniques, and software found in this catalog were responsible for generating over 2 Billion Dollars in sales.

This catalog is dedicated to our clients and to all those whose life mission is to learn, grow, and take their strategic marketing skills and innovative capabilities to levels of success that they only previously dreamed about ... this is our invitation to you to experience that success.

Sincerely, *Marty Chenard*

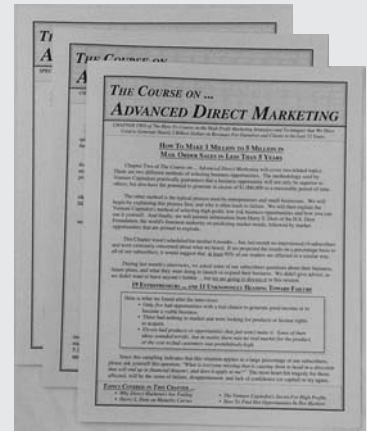
THE COURSE ON ...

ADVANCED DIRECT MARKETING

“Get the same confidential direct marketing breakthroughs, models, strategies, and tactics used by our private joint venture partners to trample their competitors and produce over Two Billion Dollars in sales.”

“The Course on ... Advanced Direct Marketing” is regarded as “the source” for today’s newest and most powerful Marketing and Direct Marketing Ideas, Strategies and Tactics.

Information so powerful,
that we guarantee you will find it more valuable than
any \$1,000+ Seminar.



This Course (which comes in a newsletter format) will teach you the never before revealed Marketing Methods and Strategies that we used to generate nearly 2 Billion Dollars in sales. This is new and powerful marketing information that isn't being taught by *Jay Abraham, Gary Halbert, Jack Trout, Al Reis, or any of today's marketing experts.*

Armed with *The Course on Advanced Direct Marketing*, you'll profit from the same proprietary marketing strategies used by my joint venture partners so that you can:

- Dramatically increase your direct mail response rates.
- Turn a faltering company around 180 degrees.
- Change the playing field and cripple your competitors.
- Identify the lists and advertising sources that are potent with hot prospects.
- Avoid picking products that are likely to fail.
- Use my “Piggy-Back Psychological Positioning Technique” to increase your response up to 1000%.

**Get one, two, or all the back issues of *The Course on Advanced Direct Marketing*.
Just read the descriptions below and choose the ones that will take you to the top.**

Issue #1: How to Make 1 Million to 5 Million Dollars in Mail Order Sales in Less Than 5 Years.

This issue explains the 2 different methods that entrepreneurs and business owners can use to evaluate the potential and risk of business opportunities. The "Market Limit Calculation" process can save a business person from launching a product or business and then discovering that it has limited or no potential to ever make them rich. It also teaches you the Venture Capitalist's formula for finding hot opportunities in hot markets. Learn which stage of a product's life cycle will produce 85% of all the profits. Even though the other 2 stages are twice as long time-wise, they only produce 10% to 15% of all the profits the product will ever make. "Timing is everything" ... learn how to time yourself for exorbitant profits. **(See Order Form on page 15) Issue #1: \$14.95**

Issue #2: How to Analyze the Risk, Profit Potential, & the Possibilities Of Any Mail Order Product or Opportunity.

This Step-by Step case history shows you the critical elements of opportunity evaluation, demographic targeting, analyzing & projecting profits for a new product launch. Explore how the right research questions help you identify market segments that will produce 200% to 300% increases in sales. This case history also shows you how we tied a PR campaign with a direct marketing campaign, taking us from an unknown supplier to a perceived leader with a front page newspaper splash. This case history shows you exactly how we took a compiled list, did selective targeting and got 473 orders on a mailing of only 2,994 pieces. An order rate of 15.79% on a compiled list is outstanding, but it can be done if you know how to break a list down and target the right segments. **Issue #2 \$14.95**

Issue #3: The "Piggy-Back" Psychological Positioning Technique.

Learn about this Model and Process that can literally turn around a failing company or failing products. This technique will significantly increase your marketing power and reduce your costs per sale. You'll learn about and understand the psychology behind the Model so that you can use it to get the same powerful results. Three case histories show you how we gave a failing software company the credibility status of Greenspan's Federal Reserve; how we applied the technique to have 100% of a 3,058,207 piece mailing opened by every recipient for John Hancock Mutual Life Ins. customers; and how we legally used the "branding technique" of a company and changed the response for a major chip maker by 1,133%. *Don't launch a campaign without using this technique.* **Issue #3: \$14.95**

Issue #4: Five Key Areas Responsible for Low Response Rates and Unprofitable Marketing ... and How to Fix Them.

This issue teaches you a 5 Element Evaluation System for analyzing and repositioning your product or service powerfully enough to cripple your competition. This information is more powerful than hiring a high-priced marketing consultant, and will empower you with a process that you can use over and over again for the rest of your life. A chain is only as strong as your weakest link, and so are your strategies and your marketing. This System will show you your weak links and help you rate your solution so that you know that your new strategies are extremely powerful so that you can "come out with both guns blazing."

Issue #4: \$14.95

Issue #5: A Power-Strategy Model That Will Produce Extraordinarily Powerful Advertising and Sales Copy.

What should you do when your advertising or direct mail copy just doesn't have the sizzle, power, and the right theme to produce outstanding results that will drive in gangbuster sales? This 3 Step, Reverse Process - Question and Answer Formula will give you a focused result that will create powerful and targeted sales copy that will seduce the toughest prospect. It teaches you how to produce the "mental and emotional reactions" necessary for generating high buying response. Even if you have a winning control package, this Formula can help you create a new winning control package. Also included in this issue ... the inside secret to renting a test list that is not stacked with buyers. This is a favorite trick of the list renters that leaves you crying when you rollout to the whole list and find yourself with disastrous results.

Issue #5: \$14.95

Issue #6: How Our Customer Profiling Method Can Double Or Triple Your Profits.

This issue will teach you about the relationship between discretionary income and who buys your products or services. It also covers the eye opening secret of how your closing ratios deteriorate as your prospects' discretionary income goes down. Low discretionary income prospects will buy less than half as much as higher discretionary income prospects. Who are you mailing to? How much are you losing by not knowing how to target the really hot buyers? Not having these answers will be expensive when postage goes up to 37¢ per ounce this Summer. You'll also learn how to do a strategic prospect and customer profiling method that will result in discovering segments that have 25% to 100%+ higher response rates. If you have returns, you will learn how to find the 2 or 3 segments that have most of your returns. When you realize this, you will also find that these segments are to unprofitable to mail.

Issue #6: \$14.95

Issue #7: The Master Formula For Evaluating and Selecting High-Response Direct Mail Lists.

This issue will teach you how a prospect's "need" and "want" factors are not the same, and when "the conditions are right" for your sales to jump off the map. Learn about the power factor that nobody knows about, or uses, that is the key for a list to generate tons of orders. Without this key ingredient, prospects are just "tire kickers." There is also a second power factor for a list to be loaded with hot prospects. When you have this one ... in combination with the first, you have the ingredients for creating a money machine.

Issue #7: \$14.95

Issue #8: The Best and Worst Times of The Year To Year to Mail.

The variations in direct response rates for each month of the year are enormous. When should you mail? When should you mail the least or not at all? How many pieces do you have to test-mail for your rollout to be within 10% of your original response rate? Is testing a 2,000 piece mailing enough ... how about 5,000 pieces? This issue will give you the answers you need to know to be an expert direct marketer. The answers will astound you.

Issue #8: \$14.95

Issue #9: The Marketing Power of Postcards!

Letters versus Postcards ... which should you use? What if you learned how, for the cost-per-lead of a direct mail package, a postcard could give you 5 to 10 leads for the same costs? This issue not only covers 2 Step Direct Marketing, but also includes an actual postcard and follow-up letter case history and a dynamite order form format that "knocks em' dead."

Issue #9: \$14.95

Issue #10: How To Analyze The Risk, Profit Potential and The Possibilities of Any Mail Order Product or Opportunity.

If you are a Direct Marketer, this is a "can't live without" issue because it comes with analysis spreadsheets powered by Microsoft Excel and this issue covers ...

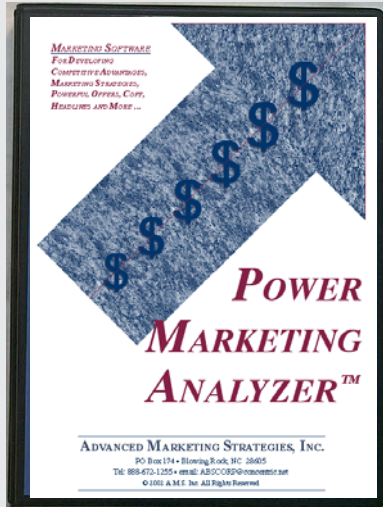
- How To Define the Market's Need or Want for Your Product
- How To Analyze the Level of Demand for Your Product
- The 4 Rules we Follow in Direct Marketing
- Profit & Loss Projections by Response Rates
- What Percent of Mailing Cost is Recouped at Different Response Rates
- A Profit Per Piece Mailed Analysis
- Projected Gross Profits by Rollout Size
- A Profit Per Order by Response Rate Analysis
- A Profit & Loss Analysis of What Happens if you Increase or Decrease Your Selling Price
- A Projection of What Market Size is Needed for Attaining a Realistic Business Profit
- And, the Killer Curve Analysis™

Issue #10 (Includes Disk with Excel Spreadsheet: ... \$22.95

**Order all of Volume One of The Course on ... Advanced Direct Marketing, or choose just the ones you want.
Get all 10 back-issues and save \$28.00 Only \$129.**

POWERMARKETING ANALYZER™

SOFTWARE FOR GENERATING HIGH-RESPONSE & STRATEGIC MARKETING RESULTS



PowerMarketing Analyzer™ software is a comprehensive, intensive process that helps you to objectively analyze your product or service.

When you're finished, you will have all the ideas you need for your ...

- ☞ *Headlines,*
- ☞ *Powerful Offers,*
- ☞ *Power Moving Benefits,*
- ☞ *Buyer Justification,*
- ☞ *Strategies,*
- ☞ *Competitive Advantages, and*
- ☞ *Handling Objections and Barriers*
to purchasing your product or service.

This (PC or Macintosh) software will take you through a Step-by-Step process of how to analyze prospect motivation, positioning, and strategizing.

You will develop powerful competitive strategies and tactics to implement that will help you take your marketing promotions to the next success level. This breakthrough marketing tool will help you make more profits, gain more customers, and produce marketing materials that will generate higher response rates.

By using this software, *we personally produce direct mail packages and ads in one third the time.* And if you ever get *writer's block ...* we guarantee that you will have so many *hot copy ideas* to write about that you *will never get writer's block again!*

With PowerMarketing Analyzer™ You Will ...

- ☞ Be provoked to think "outside of the box" and approach your marketing challenges as if you were facing the fiercest competition under the worst competitive disadvantages,
- ☞ Think objectively about what you are marketing,
- ☞ Discover a super strategy, and then another, and then another ... AND then find that the synergy between the three super ideas propelled you to a new, absolutely incredible idea that worked like magic,
- ☞ Produce exceptionally powerful marketing materials that have an absolutely compelling, emotional impact that produce high response rates from the first word to the last, and
- ☞ Have a Report with 50 to 200 ideas, all rated by category and power of impact, at your fingertips before you start your promotional writing and strategic plan.

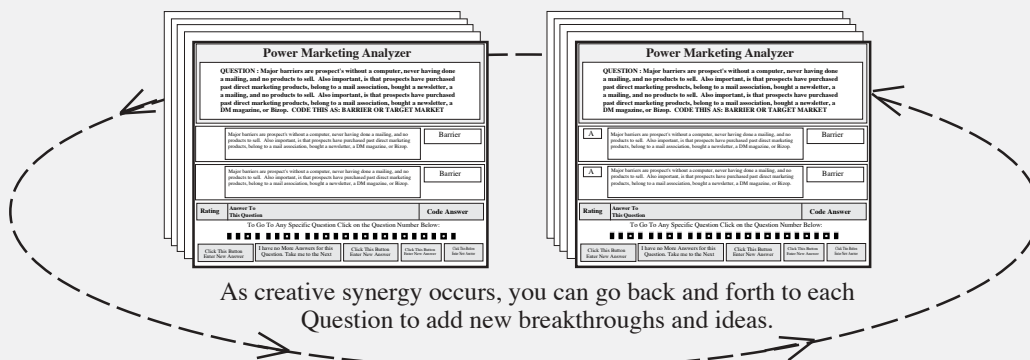
HOW AND WHY POWERMARKETING ANALYZER™ WAS DEVELOPED ...

After generating 2 billion dollars of revenues, we realized that each "marketing home-run" was a result of following a process that automatically gave us high-power strategies and marketing materials.

After reviewing 17 years of campaigns and strategic solutions that we innovated, we produced our magic list of the 25 most important questions and out-of-the-box analysis situations that would allow us to innovate all the breakthrough ideas and strategies we needed to hit consistent home runs ... for any client, any product, or any service.

PowerMarketing Analyzer™ is a 2 Stage Process, where all your answers are sorted by *Category* ... for example, all Offers will be grouped together and sorted in order of School Grading Levels. You'll then have the opportunity to look at every answer in a Category, ranked from Best to Worse. In your last step of the Process, you can "add to" or "change" an answer, *add solutions* and then *re-rate* them for the absolute best in each Category on a scale of 1 to 10 ... where 10 has the highest value.

You'll experience outstanding, synergistic marketing creativity and innovation using this software!



👉 *Your net result will be a Report with all the ideas from each category, sorted in order of importance. You will end up with strategic ideas, hard to refuse offers, headlines, bullets and sales copy, and a host of other powerful sales information. With your Final Report, you will find that you seldom ever have to go beyond the 20% best strategies, copy ideas, headlines, etc., in order to produce high power sales and marketing packages.*

👉 Using this software will have you beating your own control packages ... and, it will reduce your copy writing and strategizing time by 50% to 65% ... and with better results.

We could easily charge \$500 or more for this software, because the results from it are phenomenal. If you are a consultant, you could easily charge a client \$1,000+ for the analysis, and some of our consulting customers actually do.

PowerMarketing Analyzer™ software will put you in the drivers seat, as you replicate this intensive process that will produce outstanding results. You will develop dozens, if not hundreds, of ideas you need for your Headlines, Powerful Offers, Power Moving Benefits, Buyer Justification, Strategies, Competitive Advantages and handling Objections and Barriers to purchasing.

Order PowerMarketing Analyzer™ software today, and get record breaking results Only \$197. (Order *The Course on Advanced Copywriting and Salesmanship* on page 6 and get PowerMarketing Analyzer™ as a Free bonus!)

THE COURSE ON ... ADVANCED COPYWRITING AND SALESMANSHIP™

INCLUDES ACTUAL TAPES AND WORKBOOK FROM OUR DAY AND A
HALF (12 HOUR) LIVE SEMINAR IN SAN DIEGO.



“THE BLACK BELT”

MASTER’S COPYWRITING COURSE ... TAUGHT STEP-BY-STEP.

"MORE PROFESSIONAL COPYWRITERS HAVE TAKEN THIS COURSE THAN ANY OTHER COURSE."

This is the industry's “Black Belt” Copywriting Course for meeting all your sales and copywriting challenges, surpassing all your past efforts, and reaching profit levels that you only previously dreamed of.”

This Step-by-Step Course is packed with our confidential Strategic Copywriting Process, Illustrated Case Histories, Techniques and Strategies that generated response rates as high as 25.5%.

WHAT THE COURSE ON ... ADVANCED COPYWRITING AND SALESMANSHIP WILL DO FOR YOU:

Until now, most of the so-called gurus have tricked you into believing that a sales letter has to be agonizingly and painfully long to be effective. Suffer no longer! The Course on ... Advanced Copywriting and Salesmanship blows the lid off this false myth once and for all. And best of all, it shows you exactly how to accomplish results in a fraction of the time it once took.

Learn our secrets behind campaigns that generated \$2 Billion, never before revealed campaign samples, graphic and layout strategies, and how to melt away your best prospects' feelings of buyers' remorse and guilt. Once you know all of this ... you will be unstoppable. No more struggling with time-consuming, painfully long sales letters that end up in the trash. Instead, learn how to unlock the emotional barriers that separates you from your prospect's money.

Discover how to "dig deep" into your prospect's hidden motivations for making purchasing decisions, and much, much more. Create copy that produces gang-buster results for your time and investment.

A STEP-BY-STEP COURSE FOR BEGINNERS OR ADVANCED PRO'S

The Course on ... Advanced Copywriting and Salesmanship is a step-by-step course that is packed with solid How-To information, illustrated case histories, template models, techniques and copywriting strategies that will help you increase your sales and response rates by up to 300%.

Packed with proven models and techniques, this one of a kind course will change your "business' competitive advantage" for the rest of your life. The processes and models you'll learn will empower you to create advertising and direct mail packages, from start to finish, in as little as two days.

In addition, *The Course on ... Advanced Copywriting and Salesmanship* will allow you to:

- Significantly increase your response rates and reduce your cost per response,
- Dramatically improve your closing ratios and reduce your cost per sale,
- Justify charging higher prices with our "Mass Justification Process,"
- Significantly increase your profits and "bottom line,"
- Save valuable time creating advertising and direct mail packages, and
- If you hire copywriters, empower them to create higher response ads in half the time, saving you half the costs by providing them with the core results from this model and process.

THE 11 STEP SUPER SELLING, "MASTER COPYWRITING FORMULA" IS MADE UP OF:

Step 1. "Deep Defining" ... Discover the "I Gets" and What Prospects are "Really Buying."

Step 2. Applying the GAP™ Model to the "I Gets" ... Describe and tie them together into a super tantalizing group of "to-the-point" powerful copy and motivating headlines.

Step 3. The "Deal Killers" ... Fix them, overcome them, and turn them into positives.

Step 4. The "Deal Makers" ... GAP™ them, and strategize around them.

Step 5. "External Deep Defining" ... and what are we "Really Selling?"
Merging your "I Gets" with your "Really Selling" Profile.

Step 6. The "Weapons of Mass Justification" ... Multi-justify the sale from many different aspects using your Prospect's "Decision Making Process."

Step 7. How to use your Prospect's "Decision Making Process" and Integrate it with your information from Steps 1 through 6.

Step 8. Incentivise and Strategize.

Step 9. Create an Offer the Prospect can't refuse: add a Wizard's potion of "Urgency" and Close the sale!

Step 10. Execute with the right copy and graphic strategies.

Step 11. Chose the best Layout and Format for your Direct Mail Package.

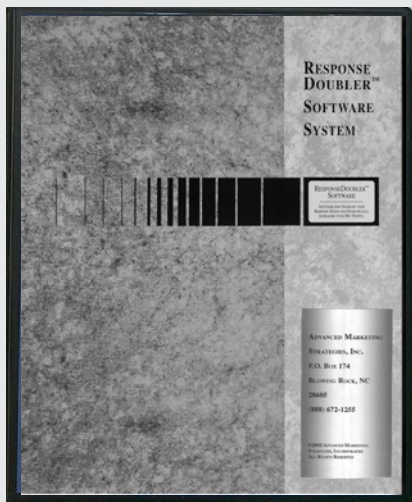
For a minimal price, you can learn to transform your copy into that of an expert super promoter from the teachings of one of the world's most sought after master strategist ... take advantage of the opportunity.

Knowing how to write and create powerful promotions has its rewards. Using his "Black Belt" copywriting process, Marty consistently charges \$4 to \$8 per word for his copywriting work.

This day and a half "live seminar" on *The Course on ... Advanced Copywriting and Salesmanship*™ and intensive workbook is only Only \$595.

RESPONSEDOUBLER™ SOFTWARE

The Newest Breakthrough For
Dramatically Increasing Direct Marketing Profits



With ResponseDoubler™ You Can ...

- ☆ Profile the *distribution* of your customers by discretionary income segments
- ☆ Analyze your *response rates* and *closing ratios* by segment
- ☆ Analyze your *profits by segment*
- ☆ Find and eliminate mailing segments that *produce losses*
- ☆ Target only *high profit segments* on *rental lists* with its special Decile Zip Diskette for matching high profit segments from your list broker

What ResponseDoubler™ Software will do for You:

ResponseDoubler Software™ is a unique demographic analysis marketing tool that guarantees your response rates will increase quickly and cost effectively. ResponseDoubler™ will allow you to choose the right segment to target with your product or service.

This exact targeting method allows you to only mail to the segments that will prove to be the most profitable. In turn, you will completely bypass all the other segments that would have spelled disaster for your business, and your profits.

ResponseDoubler™ Software allows you to easily and effectively find your target market through a strategic analysis of your product or service. You will then have a report, in your hands, that has automatically rated and appended the discretionary incomes of your customers, which allows you to see which areas have high response rates, and which have low response rates. Knowing this information is crucial for revenue generation, regardless of how new or how old your product or service is.

Take this opportunity, at absolutely no risk to you, to advance your business to the next level, and watch your responses double with ResponseDoubler™ Software.

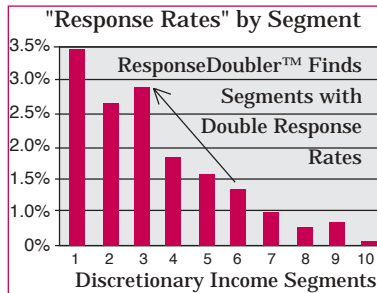
WITH RESPONSEDOUBLER™ SOFTWARE ...

- ☞ Dramatically *increase your profits* with the *newest, most powerful* desktop software guaranteed to quickly and easily *analyze* your customers, prospects, and mailings.
- ☞ Automatically appends discretionary income ratings and *profiles* the distribution of your customers in 11 different segments, and finds which segments have *high response rates* and which segments are *losing you money*.
- ☞ Use it to easily *analyze profits* by segment and then target those high profit in-house and rental lists.

Producing a Full Analysis is as Easy as Clicking on 3 Buttons ...

Learning to use ResponseDoubler™ takes less than 15 minutes because it is fully automated. Click on the Import Button and your files are automatically imported. Click on the Append Button and ResponseDoubler™ looks up each zip code against the built in Discretionary Income Database and appends the rating. Finally, click the Report Button. The following report will appear:

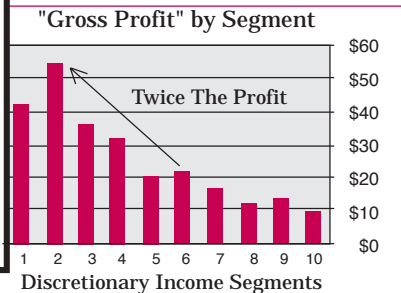
When you analyze and compare who you mailed to, and who responded, you can enter the Report Data in Excel or Lotus and produce a Response by Segment Chart like the case below.



For Your Records, Enter A Name For This Report:	Analysis for PSI, Inc.
Total in Segment One	1,438
Total in Segment Two	994
Total in Segment Three	646
Total in Segment Four	508
Total in Segment Five	360
Total in Segment Six	308
Total in Segment Seven	232
Total in Segment Eight	166
Total in Segment Nine	141
Total in Segment Ten	122
Total in All Segments	4,915
In addition to the above Segment Ratings, you have the following number of "Business Rated" Records: 694	
Of these Business Rated Records the following number may be Foreign Addresses: 214	
Total count of all records rated:	5,609
Number of blank Zip Records found:	106
Total count of all records in list:	5,715

Sample Analysis Report

When you analyze and compare who you mailed to, and how much they spent, you can enter the Report Data in Excel or Lotus and produce a Gross Profit by Segment Chart like the one below.

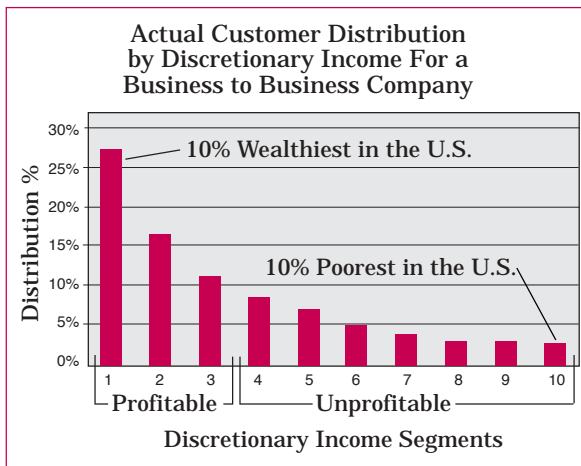


Proven Case Histories ...

This ResponseDoubler™ user found that their customer distribution decreased dramatically as discretionary income dropped. They found that their two best segments were responsible for 42% of all their customers. Additionally, they found that the top three segments represented 54% of all their customers. (An average of 18% per segment for the best three segments.)

The impact became apparent when it was observed that it took a total of seven segments to get the remaining 46%. (An average of 6.5% per segment for the worst seven segments.)

By using the special Decile Zip Diskette that comes with ResponseDoubler™, they were able to request highly targeted lists from their broker that contained only the three highest responding segments.



ResponseDoubler™ Comments ...

"I wish we had met you one month earlier, *it would have saved us \$41,329!* Why? Because right before we met you, we did a mailing that cost us \$79,000.

It was very profitable, but when we analyzed our results according to your approach, *we discovered that two thirds of the list barely broke even (and some segments lost money), whereas the remaining one third of the list was exceptionally profitable.*

Had we known this before we did the mailing, *we could have saved the \$41,329 and achieved the same results at less than half the cost.* Based on these results, we'll never mail again without using ResponseDoubler™."

Audri G. Lanford, Ph.D. CEO, NETrageous Inc.

"After using ResponseDoubler™, I analyzed my lists just as you said. It was so obvious where my customers, from both my high end and lower end products were coming from. It was obvious why mass mailing to my list wasn't working!

We had a new product that I wanted to test. *I used my ResponseDoubler™ results and only mailed the best segments, which were about 20% of my list. From 311 pieces mailed, I made \$8,904. Each piece mailed cost 51¢ to mail, so I got back \$56 for every dollar I spent.*

Just to check and see if this was all ResponseDoubler™ driven, I mailed half of the left over names on my list, evenly by deciles and "staleness." I'm sure you can predict the results: we received only two orders." **T. Dabrio, Success Partnership Network**

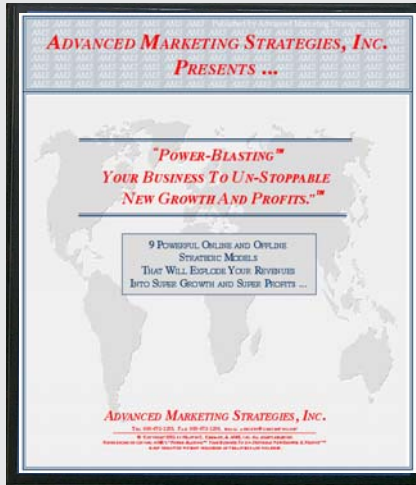
Order this extraordinary response tracking software today, and watch response rates skyrocket tomorrow Only \$397.

THE COURSE ON ...

POWER-BLASTING

**YOUR BUSINESS TO UN-STOPPABLE
NEW GROWTH AND PROFITS™**

**INCLUDES ACTUAL TAPES AND WORKBOOK FROM OUR SECOND
DAY AND A HALF (12 HOUR) LIVE SEMINAR IN SAN DIEGO.**



**POWERFUL ON-LINE AND OFF-LINE STRATEGIC MODELS
THAT WILL EXPLODE YOUR REVENUES
INTO SUPER GROWTH AND SUPER PROFITS ...**

De-Scatomatize yourself and break through every barrier that has prevented you from reaching your most optimistic goals. Those goals will now become a reality with this course.

WHAT YOU WILL LEARN WITH POWERBLASTING™ ...

- How to do a Horizontal and Vertical De-Fragmentation on your business that will produce new and larger streams of income.
- Multi-Streaming and Super Promoting ... The key to producing a high income model.
- The Model for becoming an Expert, Strategic Super-Promoter.
- Use the “Pole Vaulting Launch Strategy” to relaunch or launch your business, or new products profitably and immediately.
- How to use the “Downhill Model” to have automated synergy power behind everything you do.
- “The Bell Cow Strategy™.” Your Marketing “Power House.”
- The Business building power of the Trojan Horse Strategy and how to build a “Herd of Trojan Horses.”
- The Strawberry Patch Model™ ... The best Model for the Internet, and off-line too!

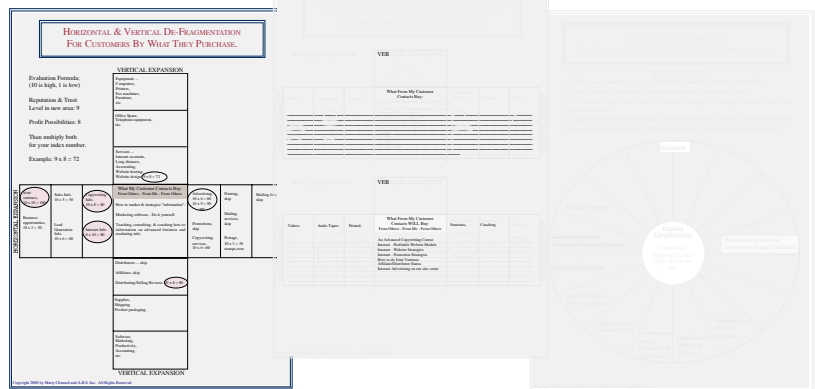
WHAT POWERBLASTING YOUR BUSINESS WILL DO FOR YOU:

Power-Blasting Your Business to Unstoppable New Growth and Profits™ is the most powerful marketing tool available for aid in profit generation, raising response rates, and setting your business on a successful path that guarantees tremendous growth and revenue.

This Course will help you become a wealthy business rancher by raising "A Herd of Trojan Horse," which have incredible business building power. Find out what a Trojan Horse is and what you are missing out on by not applying it to your marketing strategy.

Use the Downhill Model to have automated synergy power behind everything you do and create. Become a super promoter and a marketing power house with PowerBlasting Your Business to Unstoppable New Growth and Profits. Your money back guarantee promises that this course is the most powerful, must-have tool of all time!

The processes, models, and strategies provided in this Course can be used for any product, manufacturing, or service company, because ... they are universally applicable to any industry. And best of all, you can use and repeat the entire processes every time your market changes, or every time you consider new business opportunities. You should not attempt to enter into, or change your market niche without this information.



PowerBlasting comes with over a dozen, easy-to-use Models and Worksheets that you can use to double or triple your revenues.

Through our PowerBlasting™ Course, you will learn confidential Core Business Building Models that can easily expand your sales, give you a competitive advantage, and do it very quickly with minimum effort.

How can you get *more than your fair share* of what your customers spend? This Course provides over a dozen worksheets and easy to understand Models that show you how to double or triple the revenues you are now getting from your customers.

Stop wasting your time with strategies and ploys that will never work. The big mistake that many companies make is spending too much time and effort finding new customers. Selling an existing customer is 4 times easier than selling to a new prospect. Your selling costs also goes down proportionately ... sending all the savings down to the bottom line as extra profit. *Fact: You should be generating at least 5 to 10 times your initial sale with each customer ... if you are not doing it, PowerBlasting™ will show you how.*

You will never be able to find another Course that is more powerful, more strategic, or more beneficial for expanding your business. This Course has all the business expanding Models you have been looking for to take your business to the next profit level. It will enable you to find the weak spots in your marketing plan, and quickly fix them to ensure maximum profits and benefits. Take advantage of our private business expanding Models by investing in your business' future with our one-of-a-kind marketing course ... and prepare your business to be PowerBlasted!

Order this 12 tape series and workbook from a seminar conducted in San Diego: equivalent to a day and half in length Only \$595.

PRICE-IT-RIGHT ... EVERYTIME™

THE NEWEST, MOST POWERFUL MARKETING BREAKTHROUGH
FOR DRAMATICALLY INCREASING YOUR SALES AND CUSTOMERS



Marketing experts agree that
"Price-It-Right ... Everytime™"
software is the most powerful and indispensable
profit tool to have been invented in the last fifty years.

“Without question, this is an incredible and powerful marketing tool. I regard this as a *true breakthrough* that will forever change the competitive landscape both on and off the Internet.”

Alex Mandossian, Managing Director – Heritage House Worldwide, Inc.

“Price-It-Right ... Everytime™ is a solution to a nagging problem all businesses are plagued with ... how to properly price your product for optimal return. *It is incredibly fast, ingenious and accurate.*”

Craig Hane - TWI, Inc.

How Much More Money Could You Make If You Raised Your Prices By \$1, \$5, \$50, \$75, or \$100?

Would it surprise you to know that you could be getting only 40% of the revenue that your product or service could be earning?

The reason this happens, is because charging "too little" causes your prospect to "doubt the value" of your product. It is the reason why, on Chart 2 of the next page, *your gross revenue continues to increase until you reach a price that is congruent with the perceived value. This happens to every product, or every service that you sell.*

Our Price Modelling Software will pin point what will happen to your sales volume in relationship to the different prices you could charge, and it will also allow you to project your market's buying interest for your current products, new products, new services, different markets or even ... lists that you test.

This software and process will tell you what price generates the most gross revenue ... or if more customers are important to you, it will tell you what price will generate the most customers!

Price-It-Right ... Everytime™ is an-easy-to-use process that only requires sending out as few as 500 test questionnaires to your prospects off-line, and sometimes as few as 100 online. The questionnaire has only 5 questions that prospects are asked, and once you enter the answers from only 50 to 60 people into the Price-It-Right ... Everytime™ spreadsheet ... it automatically generates and prints all the strategic pricing information and charts needed to make dramatic profit increasing changes.

If you are using it off-line, the one hour Taped Seminar, and Documentation will tell you how many prospects to mail to based on an number of possible relationship levels.

Knowing this valuable information for your product or service can make an enormous difference in your gross profits.

Price-It-Right ... Everytime™ is probably the single most important marketing tool on the market today. With it, you can see exactly what price will dramatically increase your profits and customers.

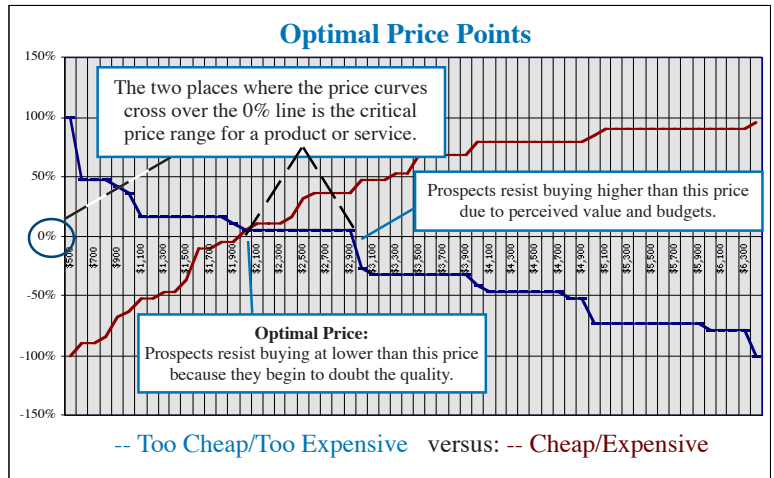
Tape two, with its manual, will show you how quick and easy it is to use *Price-It-Right ... Everytime™*. More importantly, we discuss how to use your charts to become a strategic pricing expert. We also discuss high power marketing strategies that are possible as a result of the information on your price charts. Become a high-profit, power marketer and order your *Price-It-Right ... Everytime™* software today. (Microsoft Excel software required for *Price-It-Right ... Everytime™* spreadsheets to function.)

How Price-It-Right ... Everytime™ Pin-Points The Exact "Optimal Price"

The first chart produced by Price-It-Right ... Everytime™ tells you the critical high-low resistance price range. Prices higher or lower than the range result in significant drops in gross revenues.

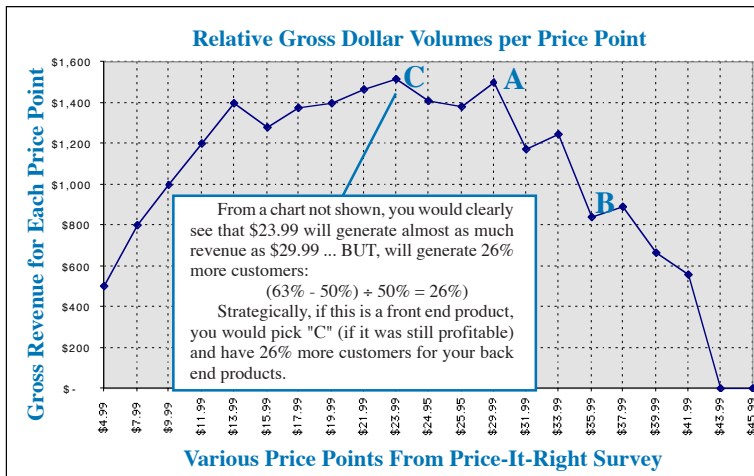
The chart (to the right) shows the min-max range for a software product. At less than \$1,900 prospects doubled its quality, and at over \$2,900 they considered it too expensive.

An introductory pricing strategy was adopted at \$2,000 to gain initial users. The price was then moved up to \$2,900 during the campaign. This resulted in \$870,000 in sales during a nine month period and number one position in the market niche.



The Secret To Doubling Your Sales Revenue or Number of Customers

The second critical chart generated by Price-It-Right ... Everytime™ will show you the gross revenue differential that occurs due to every increase in price. The price curve below for a "How-To-Manual" shows that at \$29.99, maximum revenues of \$1,500 (A) will be generated. At \$35.99, just \$6.00 more (B), gross revenues experience a drop to \$820. Knowing that total revenue will drop 55% when charging just \$6.00 more empowers you to maximize gross profits for all your products or services.



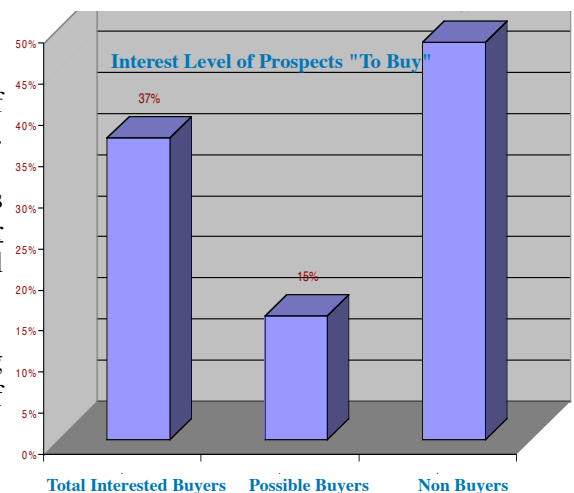
The price drop differential of 55%, extended over a large campaign would mean earning only \$82,000 instead of a possible \$150,000.

Lack of precise pricing information from one's market is one of the key reasons why business owner's fail to make adequate profits. Maximizing profits allows you to generate healthy cash flows, resulting in the capability to self fund future endeavors. Maximizing profits also allows you to add more to your bottom-line, which creates a very positive financial situation for you, your business, and your employees.

Your final chart tells you the buying and non-buying interest of your market, selected market niches, or new lists that you want to test.

This information will allow you to make "go, no-go" decisions before you ever invest a dime in developing a product, and know for sure exactly what the buying interest level is as a percent of the total prospect market.

Price-It-Right ... Everytime™ is the answer to all your pricing questions. But don't just take our word for it ... try it for yourself and watch your profits, and customer base, grow like never before! Avoid charging the wrong price, and ...



Order your complete package of a One-Hour Audio Tape Seminar and workbook to determine the exact right price, everytime Only \$397.

HOW TO LAUNCH A NEWSLETTER, TURN IT INTO A HIGH-PROFIT GENERATING BUSINESS ... AND THEN INTO A HIGH DEMAND BOOK.



MARK VICTOR HANSEN - CHICKEN SOUP FOR THE SOUL,
MARTY CHENARD - ADVANCED MARKETING STRATEGIES, INC.

I just returned from Mark Victor Hansen's *Mega-Book Marketing University* ... and I got dozens of ideas and *inside scoops* for great business opportunities which I will be addressing in future issues of The Course on ... Advanced Direct Marketing.

While there, "*How To Write And Sell Your Book A Chapter At A Time By Turning It Into A High Profit Newsletter*" was a big hit among the attendees. If you are running a business, or are just starting one up, this 2 hour mini-seminar is a *must listen to guide*. It will help you expand your business inexpensively, or launch a new one that will hit profits at record speed. (See details below.)

Are you launching a new business, or looking for a *powerful way* to expand your current one fast and inexpensively?

This 2 hour Mini-Seminar will tell you how to do it by writing a Newsletter that can create a backend revenue stream that can grow to a business that generates \$50,000 to \$200,000 plus per year. The reality is, that for some people, it can generate \$500,000 to \$1,000,000 per year. This is a strategy that every business person on the planet should employ.

Forget what the Newsletter Industry tells you. They insist that it takes 2 to 3 years for a Newsletter to break even. Not true, they just don't know the inside secrets of how to do it. We made \$4.08 for every postcard we mailed out *in our first mailing and made nearly 8 times that amount, per customer within 2 years*. This Seminar will tell you exactly how we did it ... and how you can do it too.

**“GET PAID 1 CHAPTER AT A TIME, AND MAKE \$50,000 TO \$200,000+
BEFORE YOUR BOOK EVEN GETS PUBLISHED ... BY WRITING A NEWSLETTER”**



Who is this 2 Hour Recorded Mini-Seminar for?

Any nonfiction author who is writing “How-To Information.” Investing, Stocks, Retirement, Sports training, Consumer topics, Business topics, or any other topic having to do with learning something new.

This Mini-Seminar covers the following:

- How to turn your Newsletter into a \$50,000 to \$200,000 business.
- How to write and sell a book a Chapter at a time by turning it into a high profit Newsletter.
- How to turn it into a book, chock-full of testimonials with a loyal following after your first twelve issues.
- How much to charge for your Newsletter. *How, for a cost of \$11 per subscription/per year, you can make \$169. You can charge \$22 for a book, and up to \$200 for the same information if it is in a Newsletter format.*
- How to launch a Newsletter and make a profit on the first mailing. *This is the first time I share this unheard of, unique and powerful strategy.*
- How to turn your Newsletter into a best selling book.
- How a Newsletter can put you into the high-profit Seminar Business and make you \$20,000 plus for 2 days work.

HOW TO TURN YOUR BOOK INTO A PROFIT GENERATING BUSINESS \$59.

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	10	PowerBlasting Your Business to Un-Stoppable New Growth and Profits™	\$595.00	
	12	Price It Right ... Everytime™ Software	\$397.00	
	14	How To Turn Your Newsletter/Book Into A Profit Generating Business™	\$59.00	
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THE INSIDE SECRETS OF ...

THE INTERNET MASTERS

Featuring ...

- Corey Rudl
- Declan Dunn
- Kenny Mann
- Rob Frankel
- Ed Taylor
- Jonathan Mizel
- Audri Lanford
- Larry Tolton
- Marlon Sanders
- C. Campbell
- N. Schmidt
- Kirt Christensen

☞ In these 6 tapes (a full 9 hours), we literally interrogate what's deep inside the minds of 12 brilliant Internet gurus.

☞ **Our Coaching Members paid \$741.00 to participate in these sessions, but you can get the whole set at a 70% savings for only \$197.00.**

(Please Note: This offer is limited: 1 set of tapes per person - no exceptions.)

Tape 1. Internet Strategies and Power Branding: With Corey Rudl, Declan Dunn, and Kirt Christensen

- ☞ Learn *proven techniques* for automating your Internet business
 - ☞ Know the do's and don'ts of linking
 - ☞ Uncover the very best strategies to use for achieving optimal results at minimal costs
 - ☞ Hear how successful Internet entrepreneurs are implementing Affiliate Programs into their Internet strategy
 - ☞ Develop a highly effective linking strategy
 - ☞ Learn how to implement an effective e-zine strategy
 - ☞ Gain knowledge to evaluate your Internet strategy
 - ☞ Use the four keys to a successful Affiliate Program
- Best of all ... we unearth the most common Internet marketing mistakes, and how you can avoid them. This tape will allow you to learn what you need to know to put your Internet business on autopilot.*

Tape 2. What Works and What Doesn't on the Internet: With Jonathan Mizel and Marlon Sanders

- ☞ Discover successful strategies for converting offline customers to online
 - ☞ Learn what a "camouflage marketing strategy" is, and the benefits you'll receive from it's implementation
 - ☞ Learn how to develop an effective frontend/backend Internet selling strategy
 - ☞ Get the top 3 techniques for involving visitors
 - ☞ Includes ways to receive FREE PR for your site
 - ☞ Know the trade-offs and techniques for web ads
- Best of all ... you will discover the unique models that will allow you to make a 6 figure income a year on the Internet. The techniques and strategies shared in this tape make it a must-have for any Internet business owner.*

Tape 3. Inside Strategies of 2 Top Corporate Internet Consultants: With Ed Taylor and Nicholas Schmidt

- ☞ Adopt a "push-pull" email database marketing campaign
 - ☞ Learn the techniques and *secrets* that will make your web site a lead generation "magnet" for your business
 - ☞ Develop an email list database as an integral component of your marketing strategy
 - ☞ Learn strategies to generate maximum traffic
 - ☞ Benefit from the *absolute best* strategies for rapidly building your email list
- Best of all ... you will be able to launch and grow a successful e-zine strategy by learning the most powerful techniques used by the pros. Finally, you will also be able to understand the issues involved in integrating technology that supports your web site.*

Tape 4. How to Properly Configure Your ISP Needs: With Larry Tolton and Craig Campbell

- ☞ Tips for determining your web server strategy
 - ☞ Understand the trade-offs of Windows NT versus UNIX
 - ☞ Get time-saving do's and don'ts regarding name registration
 - ☞ Learn the factors that affect your web server's performance, capabilities, and options to ensure a positive user experience
 - ☞ Learn what influences a user's experience to your site
 - ☞ Know whether a virtual web server is best
 - ☞ Accurately determine unique visitors
- Best of all ... you will finally understand what you need to know before purchasing online advertising programs to best balance your budget.*

Tape 5. Key Elements for Creating a Profitable E-Commerce Model: With Dr. Audri Lanford and Kenny Mann

- ☞ Learn the *truth* behind advertising on the Internet
 - ☞ Determine whether it makes sense to accept advertising on your web site as a revenue source
 - ☞ Learn from the advertising tests conducted by Internet experts
 - ☞ Avoid the *money-wasting* black holes of the Internet
 - ☞ Know why you need to evaluate and compare e-commerce advertising versus paid for advertising
 - ☞ Develop successful strategies for e-zine, banner, and keyword advertising
- Best of all ... you will discover the two most important requirements for a successful advertising revenue program. Plus, you will benefit from learning the powerful keys to an effective online/offline PR strategy.*

Tape 6. Strategic Focus on E-Commerce Branding and How it Empowers You: With Rob Frankel & Marty Chenard

- ☞ Know how and why you should devise your e-commerce model differently than your offline business model
 - ☞ Developing "your brand" on the Internet for a thriving e-commerce model
 - ☞ Know what you must do ahead of time to successfully implement your strategy
 - ☞ Learn how to transition your business to the Internet
 - ☞ Discover why a "mass media" model is the wrong strategy for your business
 - ☞ How to evaluate your web site's content and strategy
- Best of all ... you will discover the single biggest, most costly mistakes that business owners make in trying to establish their brand online, and how you can avoid these mistakes.*

The Inside Secrets of The Internet Masters™ (9 hour Series) Only \$197.