

# The White Eagle's Secrets

## (The Millionaire of The Month Club Newsletter)

By Jeff Paul and Jim Fleck

### Volume 1 Issue 1

I want a marketing newsletter. Where's my Instant Profits Letter?

Hold on....Hold on. It's coming....let me explain.

As many people know Jeff Paul my partner (by the way this is Jim here) is the marketing guy for a company that sells **THE MOST EXPENSIVE** golf clubs in North America. Just one set of clubs cost thousands of dollars. Not "A" thousand dollars, "**THOUSANDS**" of dollars.

Because we've built our businesses around our lifestyle instead of what most people do which is building their lifestyle around their business or job, we have the opportunity to spend an awful lot of time on the golf course. *(read this last sentence again, it's very important)*

In fact the idea for this program came about on the golf course. We hold all of our meetings at the White Eagle Country Club (aha!....thus the White Eagle Secrets in the title of this newsletter). That's right.

We discuss what we need to do to help our members, what we can provide, questions we've received, well...we basically can't think too well unless we're on that darn golf course.

I don't tell you this to impress you. It is to impress upon you what can be achieved if you're not there yet. And it doesn't have to be a golf course, it can be any life you want to create.

There is a lesson here. I'm not just bragging. In fact, if you saw how I golfed against Jeff the other day, you'd know I don't have the right to brag (although for a guy with \$6,000 clubs, he didn't do so hot himself!)

Anyway, I was commenting to Jeff after our round as we sat in the members only lounge having an iced tea overlooking one of the lakes and the beautiful green and fairway of the 18th hole at White Eagle, that the two people I saw putting were the first golfers I'd seen on the course that day besides us.

Jeff said that it was often like this. And as I thought about it he was right.

Most of the time while we're golfing during the week there's only about 5-6 cars in the parking lot. That is of course because everyone is working.

In fact, we don't often golf on weekends because there's so many people on the courses. They wait all week and on the weekends they pack the place.

Anyway, the lesson here is that we've built things around our lifestyle and not our business.

You can do this too.

I want to take a moment and give you a little background on how this program came about, as I haven't always known Jeff.

I've got to tell you I'm probably as excited about this program as many of you probably are (or should be). We have on our team...greatness.

Jeff Paul is a present day marketing genius.

You'd pay over \$6,000 per day for his consulting services. Some clients pay him over \$7,000 just to write a newsletter for them (which incidentally only takes him a couple hours to do).

These numbers had always shocked and amazed me when I heard of him receiving them. I remember thinking, "if this guy's techniques work so well that people are paying him that much money, I want to know what he knows."

That's where this fascinating and I must admit financially rewarding relationship started. I remember saying to myself I've got to learn as much as I can from this marketing genius. And that's exactly what I did.

Soon I was getting spectacular results for my own clients. I was starting companies and selling them. I was getting \$1000 a day in consulting fees, then \$2000 and recently \$5,000 and it keeps going up. (I recently had a \$59,800 day, we'll show you how to do this too.) You see, I figured if I could produce such big outcomes for my clients, it was time to do it for myself.

Now because of that decision I spend almost all of my time working on my own projects. I still do a little client work like seminars and marketing makeovers, but most of my time is spent on my own products and services...like this program. It's a lot more profitable. In fact, the only reason I do any client work is because it gets me out of town once in awhile, it hooks me up with new people, and of course some people just keep offering more and more money until I literally just can't say no.

But my real love is working on my own projects that fit in and around my lifestyle. Which by now you know involves golf courses.

I think the same will hold true for you once you gain the marketing skills that produce sure results that we'll be teaching you.

My favorite projects have always been those that help other business owners and entrepreneurs to realize profits from using the same techniques and strategies I've learned from Jeff or through my own testing. The same techniques and strategies that I've profited handsomely from. The same techniques and strategies that we're going to be teaching you.

I want to turn you over to Jeff who's going to get you started on some of his crazy hair-brained emotional direct response marketing ideas (that have of course helped him sell over 20 million dollars in stuff the last few years and hundreds of millions with his clients.)

Well, without further adieu...here's my esteemed colleague and partner Mr. Jeffrey D. Paul.

### **It Doesn't Take A Superstar**

Thanks Jim.

I want to welcome you to this program. You're going to be very happy you joined. Jim and I will be giving you everything we know that will help make you Instant Profits.

But first I want to tell you a story of my own if you don't mind...What's with these guys and the stories huh? Stay with me...

As usual...it happened at the White Eagle Country Club not too long ago.

We we're getting ready to have dinner but had to wait for a table because our usual one was taken. (It's really nice to actually have a "usual" table by the way.)

Finally, we were seated for dinner in the Member's Only room...

Jim noted the fellow sitting at what was our usual table.

He said he thought he recognized him but couldn't put his finger on it.

I took a look over and just smiled.

"You mean you don't recognize him? Why that's our old Caddy from a few years ago," I said.

Jim said "No way. That guy? Our Caddy was that young hyperactive kid. What was his name by the way?"

I said "Caddy Adams is what we called him. I can't recall exactly what his name is though."

Jim said he wondered what Caddy was doing these days.

I said, "You don't know? Wow, he's big time now. In fact he's been one of my best clients. He's making a fortune and probably golf's more than we do."

"One of your clients?" Jim said. "Oh yeah, I remember that guy. I think I've even read some of his stuff or listened to his tapes I forget which. How'd he get so successful, his stuff didn't seem so special to me. Heck I can barely remember any of it."

That's what everyone says about him but he just keeps on making money, helping people and golfing.

I told Jim to check him out...he was writing something on the back of his scorecard. Would you believe he brought an ad to me one time to critique that he had written on the back of his scorecard. It made a fortune.

"You know Jeff, I remember him now. His folks were hard working but didn't have much money. If I remember he was caddying for us to put himself through night school.

I remember how he used to ask you questions all the time about your business and how to market."

After all, this kid was working during the day...going to night school studying business...at least he was smart enough to see that we must be doing something right if we could golf all the time while most people were out working.

He even bought the rights to a little "How to Grow Your Business" course and tried to market it.

He tried one or two ways and that was it.

Jim said he could remember how Caddy used to always be complaining to me... "Nobody's interested." "I can't get anyone to call." "I can't understand why people won't buy if the economy is so good!"

"Yeah, I remember what you told him Jeff" Jim said.

### **"STOP BITCHING, AND START MARKETING!"**

Well, let me get to the point of this article. I have never seen a better time to market with emotional based, response oriented copy!

NEVER!

Everything that I have been involved in directly, or indirectly, HAS WORKED BETTER THAN EVER!

Why, you may want to know?

Because the economy truly is in flux right now. And when this type of economy surrounds us, you should be surrounded by clients, customers and patients! (I'm going to try and call our clients, customers and patients, just clients from now on for the sake of brevity.)

Why should you be surrounded by clients? BECAUSE PEOPLE ARE SCARED, LOST THEIR ASS IN THE DOT.COM STOCK MARKET, PETRIFIED, WORRIED, CONFUSED, HAVE NO SECURITY, AND LOTS OF OTHER VERY DEEP EMOTIONAL STRESS!

And, if you use emotional based copy, instead of bragging about how great you are, you will enter their minds right where they are already.

And once you have entered their mind, you will have them enter into your business!

But before you can have them enter your business, they've got to know why. Why should they enter or do business with you?

That brings me to one of the most important aspects I could ever teach you in marketing....(by the way, you'll be hearing a lot more about Caddy Adams in future issues.)

### **THE "WHY ME STORY"!**

As we mention in an upcoming Lesson it is crucial to have a "Why Me Story" (this was too important, and just in case you don't join the program, we wanted you to learn about this anyway!)

You have to have a clear and emotionally impacting reason why a prospect should want to talk to you.

You see, if you do not let them all know why you are so singular, and so special, they will not do business with you.

You all have one or more things that you are proud of, and that you consider different than your competitors.

Yet so many of you refuse to let us in on your well kept secret.

This month, I have received several ads and brochures for review, and every single one of them was missing a unique reason for a consumer doing business with them.

Please, please, please: Forget these ideas as your "Why Me Story":

- Financial Planning, Plumber, Remodeler, Computer Programmer, Webmaster.
- Annuities, Residential, Commercial, Unix Programming.
- Independent, Objective Advice.
- Personal Care, One to One Management.
- Wide Range of Products and Services!
- We're #1

You get the idea. Listen to me, nobody cares about any of this stuff. They really don't! Every company says all this...uses these platitudes. Everybody. Have you seen those horribly stupid, waste of millions of dollars commercials the big companies ran during the World Series?:

I want to know how these companies spend all that money to do absolutely nothing to stimulate a consumer to want to talk to them.

This stuff is so boring and meaningless, it is incredible. How does this dribble cause prospects to get out of their chairs and call you up? Explain to me how these "image" ads put fungolas (money) in your pocket?

Think about a restaurant that advertised the following:

**"We have food, plates, silverware, and bathrooms!!!!"**

Wow! Wouldn't that ad make you want to drop everything you are doing to go check the place out? Seriously, that is the exact analogy to what 99% of you are telling the public. You are telling them what they all know already, and the same thing that all your competitors are telling them.

Can't you get any more creative than that? Can't you be so interesting that you practically compel me to call you? What is it about you that is so unique that I will want to find out more?

Also, is there some law that says that marketing for your industry must be so boring? Why can't it be fun? What are you guys so afraid of? Do you think someone will be turned off by adding a little humor or controversy?

Let me tell you, nothing could be worse than how poor this "snoozer" copy is working for you now!

I want you to understand how important it is to be different. People are bombarded with hundreds of commercial messages each day. Most of them are dry and stimulate no one except the advertising rep that sold the spot. You have to stand out by being different to get any chance of them seeing your message.

Also, you must be different in a way that will create an emotional reaction in the prospective client. Everything you do must hit them in the left side of the brain. The side that the emotions reside in.

So, now your mission is to be unique, and arouse them to want to learn more about this difference.

What? You want me to give you some examples? OK, I will, but I want you to think hard on this for yourself. I can give you some good ideas, but I would feel like I was doing you a bigger favor by inspiring you to be creative. One of the main purposes of my partnership with Jim is to facilitate your own creativity, turning you into an Instant Profit Machine!

You see you want to say things that will get them to notice your difference. Here are just a few examples:

### **News**

- Average family puts four kids through private college, without a dime of debt!
- Goodbye...old-fashioned air conditioners.
- At Last - An "X" Guaranteed for One Full Year

### **Fear**

- How To End Money Worries
- How to prevent being ripped off.

### **Greed**

- How The Rich Get That Way
- Who Wants Their Utility Company to Pay Their Gas Bill?

There are dozens more like these. Can you think of any? Do you see how there is an emotional appeal that can be converted to a unique reason for your existence? You better!

Now, I know that doing something different is scary. You may be hesitant to create a "Why Me Story" that is definitely not the same as you or any of your competitors have ever done. You might be worried that you are being too "unusual"! Well don't worry, what's the worst that can happen?!

I also want to add, if you joined this program, I congratulate you. You'll be getting a constant stream of marketing ideas, examples, personal advice and help. Where else can you get that kind of attention? And let me ask you this...if not now? When? When will you take the step and do something for yourself, for your business. We WANT you to succeed. We are going to HELP you succeed. I look forward to being in your corner and helping you make INSTANT PROFITS.

See ya next time...Jeff