

Bonus #1

Direct Sources

“It’s best to drink the water upstream”

Two much over-looked master guides to the essential arts of:

- Writing killer bullets and headlines
- Winning favorable attention
- Holding people’s interest
- Creating powerful sales arguments
- Using stories to sell
- Positioning
- Creating info products so good they go ‘viral’
- Persuasion both in person and by remote control
- Conducting yourself with integrity and winning the day

Two masterpieces sold by a master

Victor Schwab, ‘How I Raised Myself from a Failure to Success in Selling’ and ‘How to Win Friends and Influence People’

“How I Raised Myself from a Failure to Success in Selling” – by Frank Bettger

Marty Edelston, the genius behind Boardroom, and Gary Bencivenga, acknowledged as the world’s most effective living copywriter both believe Bettger’s book is the single most useful book for business people and direct marketers to master.

Gary acknowledges that it was the source of many of his breakthrough, control-beating ideas. For competitive reasons, Gary didn’t reveal this fact until he was 37 years into his career. The first person he shared it with was Ken McCarthy. The first group to learn it was the System Club.) Victor Schwab wrote the bullets for the table of contents:

1. How one idea multiplied my income and happiness
2. This idea put me back into selling after I quit
3. One thing I did that helped me destroy the biggest enemy I ever had to face
4. The only way I could get myself organized
5. How I learned the most important secret of salesmanship
6. Hitting the Bull’s-Eye
7. A \$250,000 sale in 15 minutes
8. Analysis of the basic principles used in making that sale
9. How asking questions increased the effectiveness of my sales interviews
10. How I learned to find the most important reason a man should buy
11. The most important word I have found in selling has only three letters
12. How I find the hidden objection
13. The forgotten art that is magic in selling
14. The biggest lesson I ever learned about creating confidence

15. A valuable lesson I learned about creating confidence from a great physician
16. The quickest way I ever discovered to win confidence
17. How to get kicked out
18. I found this an infallible way to gain a man's confidence
19. How to look your best
20. An idea I learned from Lincoln helped me make friends
21. I became more welcome everywhere when I did this
22. How I learned to remember names and faces
23. The biggest reason salesmen lose business
24. This interview taught me how to overcome my fear of approaching big men
25. The sale before the sale
26. The secret of making appointments
27. How I learned to out smart secretaries and switchboard operators
28. And idea that helped me get into the 'major leagues'
29. How to let the customer help you make the sale
30. How I find new customers and make old ones enthusiastic boosters
31. Seven rules I use to close the sale
32. An amazing closing technique I learned from a master salesman
33. Don't be afraid to fail
34. Benjamin Franklin's secret of success and what it did for me
35. Let's you and I have a heart to heart talk

Another Schwab masterpiece

“How to Win Friends and Influence People”

By far, the best selling book of all time on improving relationships and one of the essential books on selling and persuasion. So powerful, the CIA makes it required reading for its new agents.

Victor Schwab wrote the mail order ads that turned this little-known book into one of the biggest best sellers of all time.

Here are some of the bullets he created for chapter titles

1. Do this and you'll be welcome anywhere
2. A simple way to make a good first impression
3. If you don't do this, you are headed for trouble
4. An easy way to become a good conversationalist
5. How to interest people
6. How to make people instantly like you
7. A sure way of making enemies – and how to avoid it
8. The secret of Socrates
9. A formula that will work wonders for you
10. What everybody wants
11. An appeal everybody likes
12. When nothing else works, try this