

Secrets of a “Kitchen Table” Entrepreneur

**How to retire
early with your own
low cost part time
“lifestyle” business!**

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Hello!

Welcome to my free report.

Over the next few minutes I'm going to show you how to make a LOT of money with your own low cost, part time "lifestyle" business... even if you have ZERO business or marketing experience.

I know... because I've done it.

Time and time again.

And I'm going to show you EXACTLY how to do it.

Who am I and why should you listen to me?

Before we get into all the exciting details, I should probably introduce myself and explain why I'm uniquely qualified to show you how to make a lot of cashola in your own kitchen table business.

I'm known as "Doberman Dan" from www.DobermanDan.com... but my real name is Dan Gallapoo.

It's kinda hard to describe what it is I do for a living. I usually just tell Joe Q. Public I'm a writer... because if I tell them what I REALLY do, most people look at me with a blank stare.

Actually, I'm a copywriter and direct response entrepreneur. Or as I like to say... a "kitchen table entrepreneur."

A-list copywriter extraordinaire, John Carlton, has also tagged me as the "Reluctant Part-Time Guru."

I guess that's true, too... although I am NOT the typical Internet Marketing guru who sells hyped up over-priced how-to-get-rich-online products.

Even though I *could* make a lot of money as a "marketing guru", I make very little money teaching what I do.

I prefer to make my living actually DOING what I teach.

*"I prefer to
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The teaching thing was something I was kinda *pushed* into doing. Even though it occupies a fair amount of my precious time... it doesn't pay the bills.

I own REAL businesses in REAL markets (NOT biz op or "make money on the Internet") ...selling REAL products to REAL people.

I've worked in a bunch of different niches but my specialty has been the health market and what I affectionately call the "muscle-head" market – bodybuilders.

I've written hundreds of successful magazine ads, newspaper ads, sales letters, direct mail packages, websites, e-mail marketing campaigns, national feature articles, press releases and newsletters.

My work has appeared in *MuscleMag International*, *Flex*, *Muscle & Fitness*, *Penthouse*, *Men's Edge*, *IronMan*, *Muscular Development*, *Reps!*, *Exercise For Men Only*, *Natural Bodybuilding & Fitness*, *The National Enquirer*, *Weekly World News* and dozens of mainstream newspapers and magazines.

Yadda, yadda yadda...

To be really transparent with you...

I'm *still* not comfortable tooting my own horn!

And unlike so many of my freelance copywriting contemporaries, I'm smart enough to not let my own publicity go to my head.

I'm completely aware that all the accolades I've received from mentors, clients and marketers... plus \$1.50... will buy me a cup of coffee.

But... in order to get you to listen to me... and more importantly, take ACTION on what I'm about to share with you... I have to show you I've been around the block a few times and have experienced my fair share of success.

In spite of all this self-aggrandizing, it's likely you've never heard of me. I've kept a pretty low profile over the past 15 years or so. (Hence the "reluctant part-time guru" thing John Carlton coined.)

With the exception of being a featured speaker at a couple of the famous Gary Halbert's seminars (more about that in a sec), I've never tried to get on the speaking circuit to promote myself.

That's just not my thing.

I've been too busy perfecting my direct marketing skills, making money and enjoying my laidback lifestyle to throw my hat into the overcrowded marketing guru and "hired gun copywriter" markets.

In fact, for the first eight years of my copywriting career, almost all of the copy I wrote was strictly for my own "kitchen table" entrepreneurial projects. I didn't do the freelance thing.

It was a great learning experience.

I've had a lot of "base hits", a few "home runs"... and a whole slew of "strike outs." (I learned my most valuable lessons from the strikeouts.)

I was doing pretty well on my own... learning direct response marketing and copywriting from the school of hard knocks.

But a big turning point for me came when I had the good fortune of mentoring and working side by side with...

The great direct response copywriting legend... Gary Halbert!

A lot of people seem fascinated with the year and a half I spent mentoring with Halbert... so I'd like to share how that all came about.

When I got my start back in the early 90's, all the best marketers and entrepreneurs agreed *The Gary Halbert Letter* was required reading for any mail order/direct response marketer.

So I hunted this Halbert guy down and subscribed to his newsletter. (Back then it was only available in hard copy by subscription for \$195/year.)

Halbert really "clicked" with me. We had a LOT in common.

And we were both born and raised in Barberton, Ohio.

Small world, huh?

I figured if another disadvantaged guy from Barberton could make a success of his life... so could I.

I decided to do whatever it took to get Halbert's attention and become his protégé.

(How I initially got his attention is a great marketing lesson in itself... but for another time.)

To make a long story short, I wound up working side by side with Gary for about a year and a half.

"I decided to do whatever it took to get Halbert's attention and become his protégé."

Heck, he was even my roommate for three months when I lived in Costa Rica.

And after that, he talked me into moving to Miami and living in the same apartment building with him while we worked on projects together.

It wasn't easy working with Halbert... but it sure did pay off.

I learned advanced hard-core marketing strategies you can only discover by working side by side with a legend like Halbert.

See, I was willing to do whatever it took... and pay any price to mentor under Gary... because I knew if I learned just a *fraction* of what he knew... I would be wildly successful and have a lifestyle most people only DREAM about.

And THAT is what I'm here to share with you today...

How To Develop An Income And Lifestyle Most "Normal Folk" Can Only DREAM About!

I'm going to show you how *I* did it.

This may not be the right way for you... and this isn't the way some others have done it... but I think you're going to get pretty excited about it.

First, I want to clear something up.

Contrary to popular belief, you do NOT have to be a really good copywriter to make a six-figure income.

I am proof of that. And I know a lot of people who would consider themselves "hack" copywriters but are still making a very good income.

See, I think a lot of us in the direct response/Internet marketing business get a little confused.

We read about the really big, major league player copywriters... Clayton Makepeace, Gary Bencivenga, Gary Halbert, John Carlton... and we think we have to be an absolute top gun like them to make big bucks.

You don't.

I also think it's a little confusing when you see so many rookie copywriters hanging their shingles out on the Internet, proclaiming to be...

“Contrary to popular belief, you do NOT have to be a really good copywriter to make a six-figure income.”

“The Best Copywriter In The World!”

Well, I’m here to assure you... you do NOT have to be the “best copywriter in the world” to make big bucks.

“Let me shatter another myth that holds many people back from making a big income with a direct response/Internet business...”

As a little side note....

All the guys claiming to be one of the best copywriters in the world... are NOT.

In fact, just *claiming* that is pretty much an automatic indicator they’re really not that good.

The guys who truly ARE the greatest copywriters in the world don’t go around shooting their mouths off about it. They don’t need to.

So don’t get confused. You really don’t have to be the best copywriter in the world to make a really big income.

Let me shatter another myth that holds many people back from making a big income with a direct response/Internet business...

You do NOT have to pay your dues for years and years as a “shameless whore” copy cub... accepting all the crap jobs that pay a mere pittance so you can become a good copywriter.

I’m going to show you how to avoid all that pain and agony using what is called...

The Leapfrog Method!

In other words, you don’t have to go through the typical marketing/copywriting learning curve... waiting years and years until you get good enough to make the big bucks.

Nope.

I’m here to tell you there’s an easier way.

So how are you going to make big money and have a laid-back lifestyle without any marketing and/or copywriting experience?

That’s easy.

I’m going to show you how to become a successful...

“Kitchen Table Entrepreneur!”

To truly be in control of your income, YOU have to be in control. And the best way to do that is to OWN your own business.

I like the term “kitchen table entrepreneur” because you can start these kind of businesses on your kitchen table... with nothing but a pad of paper, pen and the gray matter between your ears.

But make no mistake about it... a kitchen table business is nothing to look down your nose at. It can turn into a cash cow... in some cases generating MILLIONS!

In fact, earlier this year I received an offer to buy one of my kitchen table businesses for a cool million.

And this was a business I *literally* started on my kitchen table (the ONLY furniture I had at the time besides an inflatable mattress) with nothing but a yellow pad and pen.

I was so broke at the time I thought I was going to have to... (*gasp!*)... go out and get a... a... (the word is so painful to me, it hurts just to say it)...

A J-O-B!

Ugh! Just *thinking* about it makes me nauseous.

But that little kitchen table business (let's abbreviate that as “KTB” so I don't have to keep typing it, OK?) started making money FAST and saved me from having to get a j-o-b. (That stands for “journey of the broke”, by the way.)

Anyhoo... my point is... yes, these KTBs can be started and built on a shoestring budget... but don't under-estimate their potential. I've made a good side income doing this part-time since 1995... and a very comfortable full-time living from projects like this since 1997.

See, I wasn't exactly born with a silver spoon in my mouth. I grew up in what would be called a lower middle class family. I didn't know it at the time... but we were so broke we qualified for food stamps. (My mother REFUSED any kind of handout, God bless her... choosing to work herself half to death instead.)

I didn't know anything about success principles or entrepreneurship. I just figured you had to go to college and become a doctor or lawyer to get rich. And my family was too broke to send me to college.

Just a few days after high school graduation I was booted out of the house

and told, "Good luck. Keep in touch!"

*"I wanted to
make a
LOT more
money, be
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I stumbled around through various jobs until I finally ended up in my first REAL job... a police officer for the city of Dayton, Ohio.

Even though I wanted MUCH more out of life, I stayed in that job for almost 12 long years. I was told my civil service job was the best I could ever do since I hadn't gone to college.

But I just couldn't accept that. I wanted to make a LOT more money, be financially free and in control of my life.

I figured since I didn't get that college sheepskin that ALLEGEDLY was the ticket to big bucks... I would start a business. And that's *exactly* what I set about doing, with no knowledge whatsoever of how to start or run a business.

Guess what happened...

I Failed!

Time after time... after time.

Rather than seek out the knowledge I needed or seek out someone with experience who could help me, I just kept banging my head against the wall... losing more and more money and trying business after business.

I tried several different vending businesses, Amway (twice) and a couple other MLM deals, sold long distance phone service door to door, started a home improvement business with one of my neighbors... and others I'd rather forget.

I won't bore you with all the details, but it continued to get worse and worse... and got me deeper and deeper in debt.

Finally, after one of my more spectacular failures (which was more financially painful than the others) I somehow stumbled upon Dan Kennedy. I don't remember the details but I think I saw an ad in either *Success Magazine* or *Entrepreneur*.

It must have been a lead generation ad because I sent for a free report, which was a sales letter for a product called the *Magnetic Marketing System*.

I bought it for \$397, which was a small fortune for me at the time. It was six cassettes and a couple hundred Xeroxed pages in a three ring binder.

Back then, spending \$400 on a book was just unheard of. I was afraid to tell any of my family or friends, because they would have thought I was absolutely nuts.

But Kennedy's sales letter was soooo compelling... I believed it was the answer and the secret to me having a successful business. For the first time ever, I had hope it would save my business, which was failing miserably at that time.

What happened instead was I observed the process Dan Kennedy was using to sell me high priced paper and ink, cassettes, videos, seminars and other information products. That really intrigued me.

The business I wanted to help with Dan Kennedy's info pretty much crashed and burned. And I didn't really care... because after seeing what Dan was doing, I wasn't interested in saving that business any more.

I wanted to do what Dan was doing...

Sending sales letters that sold paper and ink for \$400!

So after all these various business failures, I decided to start a mail order business.

I selected a niche that had been a hobby of mine for years... bodybuilding.

I wrote a little self-published bodybuilding manual for beginner "hard gainer" bodybuilders (a subset of that niche) and ran a classified ad in one of the muscle magazines.

My classified ad was horrible. It said something like – "How A Genetically Average Bodybuilder Can Gain 20 Pounds of Muscle in Eight Weeks! Send \$7 to P.O. Box whatever."

There was a two-month lead-time to get that ad in the magazine. When it finally hit newsstands, I sat and waited for the orders to flood in.

And waited.

And waited some more.

But those orders never came.

Well, I did get *one* order.

It was from a correctional facility for the mentally unstable. Only one guy was crazy enough to buy my book!

That's when I started to realize I needed to study this mail order business stuff a little more.

"That's when I started to realize I needed to study this mail order business stuff a little more."

It didn't take long to figure out trying to make a sale from a classified ad was a big "whoopsy daisy."

Instead, I needed to do some lead generation advertising... usually a smaller fractional page ad designed to identify potential prospects and get them to call for more information.

So I tried some two-step display ads in the muscle magazines. The ads were mixed in with the editorial content and prompted the prospect to call a toll-free number to request a free report.

The free report was a sales letter. The first one I ever wrote.

I'll never forget calling my voice mail for the first time to see if I had gotten any calls. (This was back in the 90s, before they had all the cool automated voice mail and transcription services.)

I'll never forget how excited I was when I heard...

"You have 49 new messages!"

I wasn't so excited 3½ hours later, after having to transcribe all those messages by hand.

I sent those leads my sales letter... and wonder of wonders, miracle of miracles... 10% of those leads bought my course.

After experiencing a little success, I upgraded the product and bulked up the package by adding some audios, extra bonus reports and eventually a video.

Bulking up the course added very little to my hard costs but allowed me to bump up the price so I could earn more profit. That was definitely a step in the right direction.

Later, I realized since I was selling 10% with the first sales letter, I should send a second sales letter to the leads that didn't buy... like I saw Dan Kennedy espouse in his *Magnetic Marketing* course.

That worked so well I decided to send a third "Final Notice" letter to the leads that didn't buy from the first two.

I wound up picking up an additional 8-10% in sales from the "Second Notice" and "FINAL Notice" letters.

There I was... after nine long years of continuous failure, *finally* in a business that was working and generating a nice, tidy little profit.

It didn't take me long to discover the most important secret to BIG profits and long-term income. A secret most business owners and even many large corporations don't seem to get...

**Once a customer buys from you,
they're much more amenable to buying
something else... at a higher price!**

(You might want to re-read that last sentence. It's REALLY important.)

Anyhoo... that little info product business I started on my kitchen table spawned a supplement business that grew and grew. After about a year, I was making enough money to free myself from my wage-slave job to run my mail order business full time.

That little KTB supported me very comfortably for eight years.

It still continues today but I no longer own it. A friend of mine bought it. He tells me there are still some of those original customers that bought my little self-published book 15 years ago.

Are you beginning to see the long-term potential of these KTBs?

Now just in case you think you might like to get into the business of writing copy for clients... let me tell you... it ain't all it's cracked up to be.

You see, in the process of developing my first KTB, I didn't even know what a freelance copywriter was. Even if I did, I didn't have the money to hire one. I had to learn to do it myself. I didn't have any of the information you have available to you today... like this free report.

The only information I had was what I saw Dan Kennedy doing and I used that as a model for my own info product business. Back then, there weren't any copywriting courses and all the stuff you have available to you today.

All these courses are a good thing... but a lot of young guys and gals think the way to make money in this business is to take a course and hang out your shingle as a freelance copywriter.

That's one way of doing it, but you're not going to have any real world experience or success to show your potential clients. And that's going to make it pretty hard to get hired... and darn near impossible to get the good gigs.

If they're willing, your clients will have to take a big chance on you... and you're going to have to work for peanuts for several years in that "shameless whore" phase, accepting whatever job you can get. You're stuck with the

leftovers and scraps you find on the floor after all the big dog copywriters have had their fill.

Talk to anybody who has been through it and they'll tell you the same thing...

The shameless whore phase **SUCKS!**

I don't think that's the best way to do it.

Another mistake with this approach is you're positioning yourself as just a copywriter. And most business owners just don't understand the value of copy.

You'll be viewed as a commodity... and paid accordingly.

So you better get used to hearing, *"Well, I can get a copywriter on Elance to write this for \$90."*

Then there's the way I did it... honing my copywriting chops with my own KTB projects... and earning good money the entire time I was learning my craft.

Not only was I making good money, I also had the freedom to work when I wanted... with no clients breathing down my neck with rushed deadlines.

Isn't it better to make 100% rather than a promise of a measly 5% royalty that will probably never actually be paid to you?

Ask any freelance copywriter about getting royalties. In most cases they'll tell you clients will probably NEVER pay the royalties they promise... for a variety of stupid reasons.

Numero uno being their own incompetence. Second, not mailing the copy... and third, not taking action on your advice because... well, see numero uno above.

So while most poor schmucks suffered through the shameless whore phase for years...

I was paid **\$6,500** for my very **FIRST** solo freelance copywriting gig!

That may not sound like a lot of money NOW...but it's equivalent to about \$12,000 in today's dollars.

How would you like to get paid \$12,000 for your very first freelance gig?

"How would you like to get paid \$12,000 for your very first freelance gig?"

Not bad, huh?

Back then I thought, "Hey, this isn't a bad deal! I'm going to talk to some other copywriters and see how they're doing."

All the other copywriters told me they were scrambling, fighting and begging for \$1,000 jobs!

The difference was, while they had hung out their shingle as a copywriter and went out begging for work, hat in hand... I was perceived as much more than just a copywriter.

I was a copywriter AND marketing expert with direct marketing experience who could get direct mail going, choose the best mailing lists, make space ads and PPC (pay per click) work like crazy, track response and ROI, implement follow-up, increase backend sales... and improve ALL aspects of the client's sales and marketing.

Why? Because I had done it successfully for my own businesses! That raised my value SUBSTANTIALLY in the eyes of potential clients. I was a LOT more valuable than just a guy who can write copy.

**When you can do *that*,
you'll be head and shoulders
above EVERYBODY else!**

You'll have proven value in the marketplace... and while all the other poor schmucks are out there begging for copywriting gigs that pay a mere pittance... you'll ATTRACT the very best clients and best paying gigs.

Word travels fast in this little direct response niche. You won't have to go looking for work. It will find *you*.

And even more important... when you have those kinds of results backing you up, you're going to show big confidence. It will be evident in your eyes... and clients can pick up on that.

You'll RADIATE confidence because you believe in your skills enough to put your own money on the line and start your own projects... and THAT is what will attract the best clients and get you the big bucks work.

You might even get to the point, like me, where you think, "*Hmm...it doesn't make sense for me to take a client. Yes, I can make \$15,000+ right now, but if I invest the same amount of time and effort doing this for myself, I can make 10 to 100 times as much... or more.*"

I think anybody who wants to be a copywriter (ESPECIALLY rookies) needs to start their own KTB entrepreneurial project.

Now listen up because this is important...

If you *can't* do this...

- Select a market...
- Develop a product...
- Write the copy...
- Put it online, test it in direct mail or a space ad...
- And get some sales coming in...

Then how in the world can you accept a client's money with a clear conscience?

I'm as serious as a heart attack.

If you can't make it happen in your own KTB, yet you're representing yourself as a successful copywriter... you're deceiving and *cheating* your clients.

Doberman Dan is getting a little tough on you, huh?

Hey... *somebody* needs to tell it like it is.

Since it's so easy to "hang out your shingle" on the Internet and make unsubstantiated claims, there has been a proliferation of hacks and phonies, more than glad to waste a client's money on untested and unproven copywriting skills. (I know several of these guys personally.)

They've got nothing to lose. They take the money and move on to the next mark... uh... I mean client.

I simply could NOT do that.

I REFUSED to accept any clients until I had invested eight long years refining and testing my copywriting chops and marketing techniques for my own KTBs... with my own hard-earned money. Only until I was 100% confident I could write order-pulling copy did I even *consider* writing for clients.

There are very few copywriters who can claim *that*.

Look... if you have even the tiniest bit of ambition and/or entrepreneurship running through your veins, you're probably getting excited about the potential of starting your own KTB.

Well, before you start counting up the millions of fungolas you think you're going to earn, let me help you set some realistic expectations.

I've followed this model numerous times. Like I said, I started in the bodybuilding niche, and I've repeated the same process in various other niches.

Have they all made millions?

Nope. Some of them have been downright flops.

Some have been what I call "base hits". They may not be making millions, but they're bringing in a few thousand a month. (I don't know anyone who would turn down an extra couple thousand a month for a very limited part-time commitment, do you?)

And a couple of my KTBs have turned into "home runs".

So here's your reality check:

Not everything's going to be a grand slam home run... but would you sneeze at an extra grand or two a month for work you only did once?

I didn't think so.

"OK, DD... You've given me the WHY... but exactly HOW do I do this?"

The WHY is really important (actually MORE important than the HOW)... but I'm not going to tease you for 14 pages and then not tell you how to do it.

Nope. That would just be mean... and I'm NOT a "meanie" (like we used to say as kids.)

*"So let's
get into
the meat
and taters
of this
puppy."*

My goal in this report is to first of all make you THINK (amazing how few people ever do that)... secondly, show you a realistic plan that can DRAMATICALLY increase your income... and finally, save you from the years of heartache, wasted effort and lost money I had to go through.

(Plus, if you like what you read, I'm hoping you'll subscribe to my blog at DobermanDan.com.)

So let's get into the meat and taters of this puppy.

I'd like to show you the steps I go through when starting a KTB project. The first and most important is...

Selecting A Market...

I do this before even considering what kind of products I want to sell... because if you do your research correctly, the market will tell you EXACTLY what you should sell.

Coming up with a product first is “bass-ackwards”, in my most humble (but accurate) opinion.

In evaluating markets and niches, I’ve always looked first at my hobbies and interests. For example, I started my first KTB in one of my favorite hobbies back then... bodybuilding.

Maybe your hobby doesn’t have tens of thousands or hundreds of thousands of people involved in it. You may *think* you should look for a bigger niche... but you might be mistaken.

I can tell you from experience that these smaller niches can be rather profitable.

The bodybuilding market is a “subculture”, as I call it, and it’s not a big niche... but it has supported me very well for decades.

There’s a LOT of money in these small niches!

They may not have the big numbers like the weight loss or biz-op markets... but the few people they DO have are extremely responsive and loyal. You can make a lot of money with a small, responsive and loyal customer list.

You might want to look at some of the bigger niches as well. Weight loss and health are huge. The bigger markets are usually more expensive to reach and can have a higher acquisition cost per customer... but the potential can be awesome.

So your first step is to start narrowing down what market or niche you want to work in.

There are lots of niches and opportunities... and during your research you might feel a little overwhelmed. That’s OK... it’s normal.

Unfortunately, it’s at this point that many people let overwhelm overtake them... and NEVER get past this first step.

Don’t YOU do that, OK?

Do your research and select a niche. If you later decide it wasn't the right choice, it's not like it's written in blood. You can change your mind at any time.

Or here's an idea...

Maybe you hone your chops in the first niche you select, make a few bucks... and then start the whole process over again in another niche you think you'd like better.

You don't have to spend your entire life in any one niche. Just because it's the first one you choose doesn't mean it's a lifelong decision.

So most importantly...

Don't get stuck in the paralysis of analysis!

Do your research and pick a niche... ANY niche.

I've discovered a few good tools I'd like to share with you that help me make decisions about what markets I want to go after.

The first one we'll talk about is the Google AdWords keywords tool. When you open a Google Adwords account (which is free, by the way) you'll get access to this tool.

It's kinda cool. You can do stuff like punch in the keywords "*mini donkeys*" and see how many people are searching for information about mini donkeys.

As a brief little side note... I have a gut feeling mini donkeys might be a really responsive little niche.

A few years ago I rented a house on a farm, and the woman who owned the farm had these mini donkeys running all over the place. (Donner, my Doberman HATED those donkeys.)

This lady was completely NUTS about these mini donkeys and would talk about them for hours. Even back then, I thought, "*Hmm, she's pretty passionate about mini donkeys. I bet there are a few hundred other crazy mini donkey people out there I could sell something to.*"

So there ya go...

I may have just given you a "base hit"... or even possibly a "home run" idea.

When you're making the big bucks with your mini donkey products, feel

free to send your pal, Doberman Dan, a generous royalty check. (I won't hold my breath.)

But I digest... ☺

So you can use the Google AdWords keyword tool to see how many people are searching for your keywords every month. That's kinda helpful, I guess.

I consider the Google AdWords keyword tool "rookie" stuff...

Not BAD, necessarily... but there are MUCH better and more powerful research tools and techniques for predicting the profit potential of a niche.

Here's one I use...

As soon as I get a niche idea, the first thing I do is go to the bookstore. If there's a magazine dedicated to that niche, it's a really good indicator there's enough of a market and enough interest to make some really good money.

Now let's say you drop by the bookstore and find four or five different magazines in that niche. Well, that means this is a GREAT market to be in... and you could probably get pretty wealthy if you do it right.

That's a MUCH better research technique than the Google Adwords keyword tool. But hang onto your hat because now I'm going to reveal...

The crème de la crème market research tool!

Gary Halbert taught me how to use this "secret weapon" and it has never failed me.

Once you realize its power, the world is your oyster. You will NEVER lack for opportunities.

Don't get me wrong... the Google AdWords keyword tool is a good start. You're going to find that 10,000 people searched for mini donkeys on Google last month. That shows there's at least an interest.

And researching a bookstore like I described earlier is even better. You're going to find that there are magazines that support that niche, along with companies that advertise to that niche every month.

But we're STILL not where we need to be.

"Once you realize its power, the world is your oyster. You will NEVER lack for opportunities."

Neither of those tools and techniques is going to tell you the most important metric you absolutely **MUST** know...

How many **BUYERS** are there?

The **CRITICAL** information you need to know without a doubt is... how many people in that market have bellied up to the bar, whipped it out (I'm talking about their credit card, silly!) and actually **BOUGHT** something.

Just because they searched for mini donkeys on Google doesn't necessarily mean you have a hot group of buyers. It just means they were **SEARCHING** for something. For all you know, they were just searching for free info. And in many cases, freebie seekers are **NOT** buyers.

So my most jealously guarded, most effective market research secret... the one I use to practically mint money at will is...

The Standard Rate and Data Service!

Also known as "SRDS." You can find it online at www.SRDS.com.

The SRDS is a directory service that lists all the commercially available direct mail lists for rent.

The SRDS has **NEVER** failed me. When I've gone into markets based on a good "gut feeling"... in spite of the SRDS confirming it was **NOT** a good choice... my projects have **ALWAYS** bombed... and I've lost money and time... **NEITHER** of which I like to lose.

With the SRDS you can search for lists of people who've bought a product about... say, for example... raising mini donkeys. It will tell you the price of the product they purchased. It will tell you how many buyers were male or female. It will tell you how many hotline names there are – that's how many new buyers are coming onto the list every 30 days.... it will tell you a **LOT** of valuable information.

All this information is pure gold when you're researching a new market.

All the shyster gurus with their "lesser mortal" market research tools can stuff it. SRDS is where it's at when you *really* want to research the potential profitability of a market.

I don't care that 10,000 people searched Google for mini donkeys last month... but it **DOES** interest me to know that 1,000 people a month are buying a "Raising Mini Donkeys" manual via direct mail for \$69.

And THAT is the kind of insider info you'll find with the SRDS.

So, in this example, I not only found a great market, I also found a predictable and reliable way of reaching an extremely hot market... because I can rent that list.

And based on the info in SRDS...

I can reach those buyers at the EXACT moment they are most "in heat" about the topic!

So the SRDS is the very BEST market research tool in my most humble (but accurate) opinion.

But there *is* a small downside...

The SRDS online membership is a little pricey at \$700+ per year. That's a pretty good chunk of change to come up with if you're broke and just starting out.

I'd rather see you use the \$700 to test some pay-per-click advertising or direct mail instead of blowing it all in one fell swoop on a yearly SRDS membership.

So I'm gonna help you out (again!) and save you \$700 bucks.

Most large metropolitan libraries have an online SRDS membership you can use... or they may even have the actual big thick phonebook-size SRDS directories you can look through.

I prefer the online tool because you can do keyword searches... but I started out with the big books before the online version was available and that works fine, too.

Getting your butt off the couch and into the library could do you a world of good. But if you're even too damn lazy to do *that*, I'm going to share a FREE resource with you that is the 2nd best choice after SRDS.

It's here:

<http://www.nextmark.com>

Nextmark is a list broker that allows you to use an online list search tool for free. SRDS is still better because it shows ALL the lists available for rent... but the Nextmark tool is an OK substitute.

Geez, I'm really taking away all your excuses for starting a successful KTB, aren't I?

Oh, by the way... I can't really recommend Nextmark as a list broker because I've never used them. Give them a try if you want... but at your own risk. There is a plethora of shysters in the list business for some reason. Caveat emptor.

Another important part of your market research is...

Check out competitors!

Check out who's advertising in the different magazines and online, too. Keep an eye on their marketing. Order their product and learn about it. Find out what back-end offers they send you. Watch how they mail or market to you.

And here is how that information can be VERY profitable for you...

Take their existing product and improve it. Find out where the holes are in their marketing and their products and "knock it off." (That basically means you're going to copy it.)

But you're not just going to blatantly copy it... you're going to make it BETTER.

This is a very valid method of entering responsive markets and developing hot products.

Pioneers come home with arrows in their back... but once you let the pioneers do their thing and they have something successful up and running... you can follow in their footsteps, find ways to improve it... then be a better marketer and dominate that niche.

So, to recap... find the market FIRST.

Next, it's time for you to figure out...

How to develop a hot-selling product!

The last 15 years or so, I've sold a lot of different products via direct response marketing... but as soon as I realized where the biggest profits and best markups are, I've specialized in two types of products.

The first one is info products.

I love info products because they're quick and easy to create... and HIGHLY profitable.

*"And here
is how that
information
can be
VERY
profitable
for you..."*

How quick and easy are they to create?

Well, if you and I jumped on the phone together today for about 30 to 45 minutes and recorded our conversation... you could have an info product completed and ready to sell.

Pretty cool, huh?

In addition to being quick and easy to create, info products also have a high-perceived value. In other words, your actual product costs may only be a dollar or two... but your customer will see them as being valued 20, 30 50... or maybe 100 times more than that.

Another good thing about info products is...

You'll NEVER really have an inventory problem!

If it's paper and ink, CD or DVD... getting more copies made is cheap, quick and easy.

If you're selling downloadable MP3 files or ebooks, you have ZERO product costs... and zero inventory problems. You're just selling electrons. You'll NEVER run out of product!

Even if you're selling info products in hard copy, you'll never have to deal with inventory issues and long lead times. You can just run to Staples and get a few more copies made.

There are a lot of reasons to love info products.

I'm going to encourage you to look at doing info products, even if it's just initially an e-book. But for customer satisfaction, high perceived value and maximum "sticking" (not refunding), I think selling your info products in hard copy is best.

Because of their ease and speed of creation and low cost of development, I encourage you to seriously consider info products for your newly discovered hot market.

Let's talk about another very in-demand hot seller I have a lot of experience with...

Nutritional Supplements!

Health is a GIGANTIC market. And within that niche are various sub-niches that can be extremely profitable.

I like nutritional supplements because you can have really big markups if you're hooked up with a good lab, know how to buy them and don't get ripped off on pricing... which can easily happen with some of the shady private label labs.

One other thing I like about supplements is... even if you only begin with one, you'll automatically have a back end product to sell.

See, even if you just have one product (which is what I recommend if you're just starting), if it's good (and it BETTER be good), it will be reordered.

There's your back end.

And if you're smart (which I assume you are, since you're reading this report) you'll put your customers on a monthly auto ship.

In other words, when someone buys your product, you offer them the opportunity to be on a monthly continuity program. Perhaps you give them a small discount and free shipping as incentives to get on your continuity program.

Or maybe you gift them a bunch of free reports when they get on the auto-ship.

You get the idea... give them a LOT of incentive to get on your auto-ship because as a general rule, most will stay on it for months. Some will even stay on for YEARS.

This one idea transformed one of my little KTB's from making just an OK income... to...

A ridiculously profitable million-dollar business... in only a few short months!

So even just starting with one supplement product, you'll have a built-in back end and a potentially profitable long-term business.

There are a lot of laboratories that can make products for you. First you select a formula, have a label designed and put your own private label with your company name and product name on the bottle.

Sounds simple, right?

It IS simple... but be very, very careful.

There are a lot of unscrupulous labs out there just waiting to take advantage of an inexperienced rookie.

How do I know? Because I was an inexperienced rookie once... and I had to go through a LOT of private label labs to FINALLY find an honest one.

If you're hooked up with a good lab that understands what we're trying to do with our KTB's, you can usually start with really small quantities... in some cases as few as 24 to 48 bottles. In most cases the initial quantity required may be 144 bottles.

I've had people consult with me (unfortunately for them, AFTER the fact) who tried to get into the supplement business and were forced to place an initial order of 3,000 bottles.

So these poor people, with a completely untested product and untested sales letter... in an untested market... had to drop \$12,000 - \$15,000 on inventory.

I think a few of those guys STILL have that inventory stacked up gathering dust in their garages.

So be careful who you deal with.

Another reason I like supplements is you can "knock off" the really successful ones... just like we talked about with info products.

By always keeping your antennae up and staying aware of the supplement ads on TV, talk radio, direct mail and the magazines... you can see what's really hot right now.

If you're working with a good private label lab, you can contact them and say, *"Hey, Product X is all over the place. There are TV and radio commercials for it all over the place. It's in all the magazines, too. I want a product like that."*

A good private label lab will be able to duplicate and even *improve* the formula.

So again, you don't have to be the pioneer with the arrows in your back. You can take advantage of the millions of dollars of product and market research done by the big boys and follow in their footsteps.

Here's another million-dollar tip...

Do you have any idea where you should advertise your new & improved knock off?

Every single place the big boys are advertising!

"Sounds simple, right? It IS simple... but be very, very careful."

See, they've invested millions testing different media and are probably only advertising in media that pays off. So you can take advantage of their millions in research.

Just be sure you have a better ad and better marketing & follow-up systems.

Pretty brilliant, huh?

Speaking of writing an ad, I'd like to dispel a myth that holds a lot of people back from starting a KTB.

Like I said earlier, you do NOT have to be a great copywriter.

In fact, even a mediocre copywriter can make millions.

I was definitely not a good copywriter when I started my first KTB. And there weren't very many resources to learn it back then. Unlike today... you have a ton of courses, books and videos from successful copywriters. I basically had to learn on my own by observing what Gary Halbert and Dan Kennedy were doing.

But if you think you have to spend months or years getting good at copywriting before you can get your KTB going, you're mistaken.

The best way to learn is by DOING!

So you're going to learn while you go through the process of getting your KTB going.

Not a bad deal, either... getting paid from your own business while you learn how to write good direct response copy.

Now that you've selected a market and product, we need an ad to run up the flagpole to see how many people salute it with their credit cards. And I'm going to give you a really quick method of creating your ad... even if you have absolutely ZERO copywriting experience.

In fact, if you want to, you could create your ad the very minute you finish this report. And you can do that with...

The "Miami Vice" Copywriting Technique!

I'm not talking about the movie *Miami Vice* that came out a few years ago.

I'm talking about the classic *Miami Vice* TV series from the 80s.

In case you were born too late and deprived of the great experience that was the 80's, let me fill you in.

The two main characters, Crockett and Tubbs, always had a snitch (informant) working for them. They used to send him in with a "wire" (listening device) so they could listen in on the bad guys.

We're going to do the exact same thing to create your ad copy.

Get a digital recorder or even an old cassette tape recorder, sit down with someone and explain your product to them after hitting the record button.

If you're nervous about giving a sales pitch to a real live human being, just *imagine* you're sitting down with someone and explain your product to him or her while recording it.

(It helps to imagine your prospect as being a VERY receptive "hyper" buyer.)

Now go through this process several times until you feel really good about your presentation, humming along "at concert pitch" as Gary Halbert used to say.

Here's what you're going to do next:

Send the recording to a transcriptionist... and now you've got the raw material for your copy.

All you have to do is to clean up the "ums" and "ahs" and format it a little bit... maybe change a few sentences here and there... but you'll have most of your copy already done.

Is it going to be "world-class" copy?

Probably not. But you don't NEED world-class copy right now. You just need to get things going.

But don't worry...

**You can make a LOT of money
with half-assed copy!**

Oops! I meant "mediocre" copy. (I forgot I'm not supposed to be my usual crude self.)

*"But you
don't NEED
world-class
copy right
now. You just
need to get
things going."*

Once you've got your copy out there, you're going to start getting sales... and that means you need to start thinking about the best way to fulfill your orders and ship your products.

If you're selling digital products you don't have to worry about this... but if you're selling hard products you could potentially have some major headaches if you don't deal with some issues before the orders *really* start flooding in.

You're going to need customer service and fulfillment set up and working like a well-oiled machine long before you start to handle a big volume of sales.

Here's the most important advice I can give you about order fulfillment:

In the beginning, I think you should experience what it's like to do your own product fulfillment. But only long enough to realize you shouldn't be doing it... for reasons I'll explain in just a sec.

When I started my little business, I did all the order entry into my database, packed stuff into boxes, prepared it for shipping... and made my daily trek to the U.S. Postal Service.

In the beginning it was exciting... and I really enjoyed the process of personally preparing each customer's order.

The only thing I didn't do in the beginning was answer the incoming customer phone calls. I still had a job and couldn't be waiting by the phone all hours of the day and night to take orders. So I hired a service that took the calls for me for about a buck a call.

Here's why I think you should do your own product fulfillment only long enough to realize you need somebody else to do it for you.

First of all, you're going to get really tired of it... really quickly. I've never been too big for my britches to do ANY kind of work... but I didn't start my own business to become a shipping clerk.

One thing you need to do if you want to be a successful business owner is know how to best invest your limited time. You should only invest your precious time in activities that only YOU can do... and will have the biggest return on investment. Anything else should be delegated to somebody else.

And product fulfillment is "grunt work." Or as Gary Halbert used to call it...

“LMS!”

That stands for “Lesser Mortal Stuff.” (I cleaned it up a little bit. Halbert used a different word for the “S” part.)

It’s not a big ROI activity for a successful marketer. You can farm that work out to somebody for \$10 an hour... maybe less. And somebody will be thrilled you’re providing gainful employment to help them pay their bills.

You’ve given somebody a job and are helping them put a roof over their head and feed their family... and you can now focus on the big pay-off activities.

You BOTH win!

See, when you’re doing LMS, you’re not marketing or writing copy... and you’re going to get a much bigger bang for your buck when you invest your time in *that*... and researching markets and developing new products.

So your big lesson of this section is... as soon as you can...

Farm out all the LMS!

There are plenty of good vendors who will do all your LMS for you.

There are also plenty of bad ones that will make a royal mess of it... and piss off all your customers, too.

I know because I’ve been through the wringer with all these different vendors over the past 15+ years. All kinds of labs, direct mail houses, letter shops, fulfillment centers, business services, etc... and it took me a long time to separate the wheat from the chaff.

The good ones can make your life a breeze.

The bad ones can make life pretty miserable.

And I really don’t want you to be miserable.

Hey, this report has run a LOT longer than I anticipated... and I’m a little concerned your attention span might be running a little short, too.

I’ve really enjoyed sharing all this stuff with you today. We’ve covered a lot of ground together, haven’t we?

What you’ve discovered so far is really just an overview. But I think you can see how this all works.

“Absolutely crucial stuff that can make or break your success as a Kitchen Table Entrepreneur.”

With my KTB techniques, you’re going to be honing your copywriting and marketing chops... AND making money at the same time.

You won’t spend years slaving away in the shameless whore phase, working for peanuts with pain in the ass clients.

Instead, you’ll be building a valuable portfolio of tested successful promotions and learning extremely valuable skills... so if DO want client work, you’ll attract the very best ones and the highest paying gigs.

Pretty exciting, right?

It is exciting... but a brief word of warning:

Yes, we’ve covered a lot of important things today... but there’s a LOT more we haven’t covered.

Absolutely crucial stuff that can make or break your success as a Kitchen Table Entrepreneur.

I’m a little afraid if you go charging forward with your KTB idea at this point, without all the other important things I didn’t have time to share, you’re going to wash out really quickly... or lose lots of time and money learning this stuff the hard way like I did.

But there’s no reason for you to endure all the pain, stress, and agony of losing tens of thousands of dollars and years of your life like I did.

You see...

I’ve provided a shortcut for you!

Yes, I’ve revealed a LOT in this free report... but space and time restrictions have prevented me from revealing ALL my successful money-making secrets.

But don’t worry... you *can* get your greedy little hands on them, if you choose... because...

I Want To Send You 3 Valuable Gifts!

They are going to give you an instant money-making education the likes of which you’ve probably never seen before.

But before I tell you how to claim your free gifts, I want you to ask yourself a very important question:

Are you seriously ready to double or triple your income... almost overnight?

I certainly hope so because the gifts I'm going to send you reveal a rather unique way to increase the size of your business and, quite possibly, triple your before tax profits.

But believe me, you better be ready... because this is something that will make people flood into your business like never before.

Here's what it's all about:

I've been called a "direct marketing recluse" because I normally prefer to stay behind the scenes, quietly making a small fortune for myself and a handful of clients.

Until recently.

You see, even though I enjoy my laid back reclusive lifestyle, a recent health scare made me realize it was time to stop "hiding my light under a bushel."

After a tense few months, the doctors gave me a clean bill of health... but I'm glad for that little scare. I realized I finally want to start sharing my marketing secrets with other like-minded people.

Interestingly enough, almost within minutes of making that decision, I was contacted out of the blue by a well-known Internet Marketer who wanted to interview me for an issue of his newsletter. (Funny how the universe works that way.)

Anyhoo, Internet marketing "boy wonder", Terry Dean, grilled me relentlessly over several days about all my best secrets for making a lot of money very quickly.

I believe it was one of the very best, most valuable hard-hitting interviews I've ever done.

Terry was so hungry to mine my "gold nuggets" of marketing experience, it felt like he hooked up a gigantic vacuum cleaner to my brain, turned it on high and sucked out all my very best secrets... the ones only reserved for my own businesses... and a handful of special clients.

And that is the first gift I'd like to give you...

"But believe me, you better be ready... because this is something that will make people flood into your business like never before."

Gift #1

Doberman Dan's Remote Control Selling Secrets — A \$297.00 Value!

These 2 CDs contain far more unique moneymaking secrets than space allows me to tell you about in this letter.

However, just to give you a mere glimpse of what's on these recordings, here's a small sampling of the secrets you'll discover... in just the first 30 minutes:

- The most common mistake made by 99% of Internet marketers... and it's costing them a fortune! (There's a 99% chance you're making it, too.)
- **What a bunch of dead mail order guys can teach you about out-selling your competition online...**
- The biggest secret of the most successful marketers in the world. (Master this and you'll be so far ahead of your competition, they don't even have a prayer of catching up.)
- **Even though J.P. Morgan predicts a 19% increase in e-commerce in 2011, the Internet still only accounted for 8% of all commerce in 2010. Discover how to tap into the other 92% to double, triple... maybe even quadruple your business in the next 11 months... or less!**
- Two little-known ways to find responsive customers already spending money on products you sell... and how you can reach them quickly and inexpensively.
- **A secret resource to help you find the name, address and e-mail of every man, woman and child, ready and waiting with cash in hand, to spend money with you.**
- Add an extra ZERO to the end your monthly sales figures with this little-known secret.
- **How to lose money on your advertising... and still make a fortune!**

- My “secret weapon” to find buyers (not just online freebie seekers) already spending money in your market... and how to “flip” them to spending their money exclusively with you!
- **This acronym will bring you the most “in heat” prospects and customers... the ones who’ll spend the most money with you... time and time again!**
- My “counter intuitive” secret to finding the hottest “multi buyers” who spend more money than your regular customers... and will be immediately receptive to upsells & cross-sells of your other products and services.
- **How to get highly confidential insider intelligence on your competitors – like exactly how many customers they’re getting each month... and how much each of these new customers are spending. You’ll also discover what copy, hooks and offers have been most successful for them. (And YES, this jealously guarded “underground” secret is legal AND ethical!)**
- If you’re making money with this type of advertising, you’re severely limiting your business growth... and cheating yourself out of MILLIONS! (Only 1 out of 1,000 entrepreneurs know this multi-million dollar secret.)
- **How to make sure your ads are only seen by proven BUYERS of your products and services... not tire-kickers and “lookie loos”.**
- If you’re not getting this from your customers and prospects, you’re probably leaving HALF of your potential sales on the table every month. (Most Internet marketers are losing a fortune neglecting this... and are completely clueless about it.)

What I reveal on these two CDs are the hardcore “down in the trenches”, bootstrap, street-level marketing secrets I’ve relied on since 1995... to start wildly profitable businesses... and dramatically pump up sales and profits from existing businesses.

This is my “go to” stuff... the secrets I use when there is no margin for error and I...

Absolutely, Positively HAVE To Make Money... As Quickly As Possible!

This stuff has saved my bacon more than a few times... when the "wolf was at the door."

You see, I don't just "parrot" stuff I read in a book ten years ago. I discovered it "in the trenches"... in the heat of actual battle... when I had to make money or I wouldn't be able to put food on the table.

*"But that's
not all
I'm gonna
reveal
to you..."*

In other words, this ain't ivory tower theory. It's been permanently imprinted in my neural pathways by doing it... time and time again. And I know that I know... that I KNOW... it flat out works!

But that's not all I'm gonna reveal to you...

You see, when I started mentoring with the world-famous copywriter/marketer, Gary Halbert, he showed me how to put my already successful marketing techniques on STEROIDS!

It was like dowsing a raging fire with 10,000 gallons of rocket fuel!

My Income Shot Up So Fast... It Literally Frightened Me!

And that is what you're going to discover on this two-CD set.

But that's not all I'm going to "gift" you...

Gift #2

Million Dollar Marketing ROI Prediction Tools – A \$197.00 Value!

You're also going to get two of my most valuable tools I use almost daily to...

1. Evaluate the potential profitability of new business and project ideas...
2. Discover which marketing campaigns have the highest chance of success... and...

3. Quickly and easily reveal the best possible prices for your products and services. (Now there's no more "guess work" about what you should charge.)

I've never offered these tools for sale. They're just too darn valuable... and I wanted to keep them all to myself. But not any more. As soon as I get your OK, I'm going to Priority ship a brand new set of these tools to you.

If the *Million Dollar Marketing ROI Prediction Tools* were for sale, they'd go for at least \$197.00. But I'm going to send them to you the very minute I hear back from you.

But that's not all you're going to get...

Gift #3

How To Get The Highest Possible ROI From Your Marketing Dollars! – A \$197.00 Value!

I'm not going to just give you my two most valuable marketing research tools and then leave you to figure them out all by your little lonesome.

I'm also going to give you two brand new videos of me walking you step-by-step through my unique process of using the *Million Dollar Marketing ROI Prediction Tools*.

You get to look over my shoulder as I use these tools to "ferret out" highly profitable niches, marketing campaigns, projects... even entire businesses.

You'll immediately know where to invest your marketing and advertising dollars for...

The Highest Possible Return On Investment!

Watching these videos is almost like having me personally mentor you one-on-one in my home office.

These videos are brand spankin' new and I've never offered them for sale anywhere.

If I were to sell them, they'd go for at least \$197... maybe more. But you're going to get a set of these just-released videos as my gift to you. (I'll tell you how in just a sec.)

As soon as you give me your "OK", I'm going to send you all three of the gifts I just described. When you add it all up, that's...

A Total Value Of \$691.00!

I have a set of these valuable gifts sitting on my desk, reserved just for you. And with your permission, I'm going to ship them to you immediately by Priority Mail.

What's the catch? The answer is simple:

It's A Bribe... A Shameless Bribe!

I'll "gift" you everything I've just told you about... and I'll send it immediately in a nice big red, white and blue Priority Mail package... when you take advantage of a subscription to my just-released paper & ink newsletter...

The Doberman Dan Letter!

I've been writing a free blog for several years at DobermanDan.com... and I enjoy writing it... but I will not share my most effective hard-core secrets there.

See, I don't want my most jealously guarded money-making secrets indexed by Google for all the world to see. I only want to reveal all that to like-minded business people who "get it" and will take action.

So now, all my very best secrets are reserved exclusively for subscribers to my new offline newsletter.

My mentor, Gary Halbert, left an enduring and unforgettable legacy because of his monthly print newsletter. And that's my goal for this newsletter, too.

I promise I'm going to pour my heart and soul into it... and share everything I've discovered about success in business and life in my 16+ years as a direct response/Internet entrepreneur.

I'm going to give you an almost "real time" education about what's working right NOW in direct response and online marketing.

I'm even going to let you look over my shoulder as I implement these

*"I'm going to
give you
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"real time"
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and online
marketing."*

secrets and techniques in my own businesses... and use them to start new projects and businesses.

You'll See The Results Of Everything... Good AND Bad!

Base hits, grand slam home runs... and the disappointing and embarrassing strikeouts... I'm going to reveal it all to you... right as it's happening.

I don't think you're ever going to get a more honest and "open book" look into a top-level marketer's thought processes and actions.

If you own a business (any kind of business)... or you're someone who'd simply like to make a lot of money very, very fast...

Just One Idea From One Issue Could Make You Millions!

Here's just a small sample of what I'm going to reveal in *The Doberman Dan Letter*:

- 3 very simple-to-implement techniques that can very easily boost your sales by 200%... and therefore your net by 400%!
- **Most businesses have at least three very large "holes" hemorrhaging money like a stuck pig. Here's how to identify the "holes" where you're losing money and opportunities... and how to quickly plug them to rapidly boost your bottom line.**
- Want to beat your current control? You'll discover three little "tweaks" to pump up response and get that puppy singing its little heart out at concert pitch... bringing in sales and profits like never before. (It takes all of 10 minutes!)
- **What I did to take a little "kitchen table" business from a \$2,000/month "side venture"... to \$90,000/month cash cow. And it only required a few hours each week to keep it going and raking in money hand over fist. (More importantly, you'll discover all the major "boo-boos" I made with that biz that have cost me MILLIONS.)**

- You and your family are going broke FAST... and you probably don't even know it. Here's what you must do right now to prevent it and prosper.
- **What to do when you don't know what to do.**
- How to get orders from people who have already decided not to order.
- **How to get full-page ads in high-circulation magazines... for FREE! (Almost none of the successful Internet marketers are on to this secret yet.)**

But be prepared: These letters are raw. I don't pull any punches. I simply don't have time for "chaff". These letters are all wheat. They contain the most intense personal stuff I've ever revealed.

It took me a long time to make up my mind to publish and release them... but no one has ever accused me of playing it too safe.

There's simply no doubt about it... this is the newsletter for people who want to learn the real secrets of low-cost, high profit direct response & online marketing.

Every month I'll give you unique insider info and strategies you will never read in any other publication in the entire world.

Things like...

- An arsenal of salesman's tricks most copywriters don't even know exist.
- **How to use a simple 15 word pay-per-click ad to bring in \$37 for every dollar you invest.**
- How to create "instant credibility" that practically forces people to believe your claims.
- **Are you seriously ready to double or triple your income almost overnight? Do *this* and you very well could double your sales... in only 30 days! (But believe you me, you better be ready... because this is one promotion that will make people flood into your business.)**

- An unusual technique to discover what your customers really want. (If you don't know the answer to this question, you're allowing an enormous amount of money – that should be yours – to flow into someone else's pocket.)
- **Why your backend may be 1000 times more profitable than your initial sales... and what to do to take advantage of it right now.**
- How to write your copy so it “talks the talk” your most skeptical prospects need to hear before they buy.

That's a “sneak peek” at just a handful of the many exciting lessons I'm going to dole out to you every month in *The Doberman Dan Letter*.

I've already mentioned a very important part of my “back-story”... the time I spent mentoring and working with copywriting legend, Gary Halbert.

Gary used to say he would only share his highest of high-level secrets with a handful of people he felt were truly ready for it.

And they would have to strip down to their swim trunks and wade out into the ocean until they were neck deep in the water with him. (That was to make sure they weren't wearing a “wire”.)

Well, I did that... and... just like he promised...

“Sir Gary of Halbert” Revealed All His Highest-Level “Player” Secrets To Me!

(The only difference was we didn't do it in the ocean. We did it up to our necks in the bay by his apartment... after jumping out of his boat.)

Let me tell you... that was one of the most important moments of my entire life.

Now I have to admit... a lot of the stuff he revealed that day didn't make a lot of sense to me at the time. But... I hung on his every word like a drowning man hangs onto a lifesaver.

And I carefully filed those secrets away in the deep recesses of my demented noggin... because I knew, one day it would make sense... and might possibly...

Save My Life!

Literally.

(I know that sounds pretty "over the top", but it's the honest to God's truth.)

Now to be totally transparent with you, back then I hadn't yet had enough life experience... and wasn't making enough income for a lot of those secrets to apply to me.

But just a couple short years later, they became very relevant and came to life for me in ways I never could have imagined.

If Gary had never shared those secrets with me, I honestly don't know where I'd be today.

Oh sure, I'd probably still be making a decent income as a freelance copywriter and "kitchen table" entrepreneur... but I wouldn't have the freedom, happiness, preparedness for whatever the future may bring... and dare I say, the wealth I have now.

And now that I've lived and breathed these "Halbert players-only secrets", I'm ready to share them with you... if you're ready to discover them.

Secrets like...

- How to protect your financial future now for pennies... instead of paying thousands (or millions) down the road.
- **Secrets about my personal lifestyle (and a few very unusual items in my home) that are absolutely CRUCIAL if you want to accumulate, and more importantly, keep your wealth. (Not even 1/2 of 1% of successful entrepreneurs understand this.)**
- What drug dealers, the mafia and other assorted "criminal scum" can teach you about making, keeping and multiplying your money. (Trust me, in just another few years, people who don't know this are going to lose a significant portion of their wealth, savings, 401K's, IRA's, etc.)
- **Is it true that after making tens of millions of dollars, Gary Halbert died broke? To the best of my knowledge, yes. And it's absolutely crucial you understand why... so you can avoid the same fate.**
- Got a successful online promotion? Here's how to put it in front of MILLIONS of qualified prospects and buyers who would normally never see it. (This "old fashioned" technique was the jealously guarded

secret used by the dead mail order marketers to quickly ramp up and make millions!)

- **Want a quick and easy secret to give you an extra 5% mental “edge” when writing copy? Eat this 45 to 60 minutes before you sit down to write. (This is a BIG secret of the A-list copywriters... but nobody ever talks about it outside of their “inner sanctum”).**
- The most important “master key” to making really serious money. (And it’s not what all the “experts” in the “think and grow rich” crowd have told you.)

“That’s just a little peek behind the curtain at some of the secrets I’m going to reveal.”

That’s just a little peek behind the curtain at some of the secrets I’m going to reveal.

I could literally go on for days about all the insider secrets, strategies, tricks, techniques... and crucial life and business lessons for staying sane in an insane world I picked up from Halbert.

You’re going to get the hardest of hard-core stuff I learned at the feet of the master... and have since experienced myself (multiple times) from the direct marketing school of hard knocks.

To be brutally frank with you, some of the really deep stuff may take you so far “down the rabbit hole”...

You May Be Downright FRIGHTENED By It!

I honestly don’t care. This newsletter is for players only... or people smart enough (and gutsy enough) who want to become players. If I have to scare the hell out of you to make and keep you successful, I’m prepared to do that. (WARNING: Nobody has ever accused me of being “politically correct”.)

The more years I spend on this earth, the more I find myself aggravated and drained by middle-of-the-road, can’t-make-up-their-minds, afraid-to-take-a-risk losers who are basically paralyzed with fear... and never even attempt to live their lives with any semblance of gusto.

Growing up in Barberton, Ohio, I was surrounded by people with that mindset most of my life. But I can no longer afford to be anywhere near it. It just pisses me off and sucks the life out of me.

On the other hand... I'm greatly exhilarated by the action-oriented, "let's-roll-up-our-sleeves-and-get-the-job-done" type of optimistic, positive thinking, forward-moving players.

The people who understand everything in life is a gamble... and an ongoing experience best savored, enjoyed and shared with other like-minded players.

These are the people I want to spend my time with. And I think I've finally found the ideal way to create a high-powered "magnet" to attract them from all corners of the globe and gather them around me like...

A Modern Day Marketing Camelot!

That's the goal, at least... and I'm going to do everything within my power to make it so.

Look... growing your business (and your wealth) is going to get pretty damn hard over the next few years... unless you take some steps to find out what we "players" know.

And the only affordable way left to do that is by subscribing to *The Doberman Dan Letter*.

I have to tell you, mentoring with Gary Halbert isn't the only unique advantage I've had in figuring out all this marketing, persuasion and human psychology stuff.

My 12 years as an inner city street cop and detective gave me a real world, down and dirty street-level education in human psychology... and the ability to read people like a book. And that is an almost...

Unfair Advantage For Any Marketer!

Who do you think best understands real-world psychology in day-to-day interaction with real-life human beings?

A PhD ("piled higher and deeper") spouting airy-fairy theories from his ivory tower, far removed from the real world... regurgitating stuff he only THINKS he knows because he learned it from other PhD's who spouted theories from THEIR ivory towers... regurgitating stuff THEY learned from other PhD's?

*“If my life
(and income)
depended on
it, that’s a
no brainer.”*

Or a 12-year veteran cop with nothing but a high school education... who discovered human psychology and persuasion tactics from years of trained observation... and successfully using it every single day in life and death situations?

If my life (and income) depended on it, that’s a no-brainer.

You see, I’ve never had the luxury of a college education or a big marketing budget. I’m a down in the dirt, shirt-sleeves-rolled-up marketing guy who knows what it means to have to make his stuff work right now... or the bills won’t get paid and the “wolf will be at the door”.

And, if you’re motivated...

I’m Willing To Teach You!

Everything I’ve described to you is just a tiny glimpse of what I bring to the table each and every month in *The Doberman Dan Letter*.

But know this:

If you still believe some magical and mystical money chant is going to make you rich and save you from the economic challenges coming down the pike... *The Doberman Dan Letter* is definitely not for you.

But if you’re seriously ready to dramatically grow your business and join the ranks of the truly prosperous... and aren’t afraid to do some work to guarantee you won’t be one of the sad souls sucker punched and side-lined by the coming economy... then you simply must subscribe right away.

If you’ve assumed I’ve already shared everything I have to share on my blog at DobermanDan.com, you couldn’t be more mistaken. I’ve hardly even scratched the surface.

All my most effective, tested and proven business-building and money-making lessons are now reserved only for subscribers to *The Doberman Dan Letter*.

When you take me up on this offer here and now, you will automatically become a cherished member of the most elite group of people in the world... namely... the Doberman Dan “players only” newsletter subscribers!

And I’m going to treat you like my extended family... because I really do care about your success and happiness.

In fact, I want you to have every possible advantage to help you reach your goals... so... as one of my “players”, I’m also giving you...

FREE Call In Days!

Here's how it will work:

I'll set aside 60 to 90 minutes every month (perhaps more often, depending on your needs) when you can call me on my teleconference line.

You can ask me any questions you have and pick my brain about anything you want.

Or... if you're shy (or live outside the US and don't want to make an international call) you can participate via a simulcast website. You'll be able to listen in "live" and type in your questions on the simulcast page in real time.

My private one-on-one consulting fee is currently \$1,000/hour... but as one of my subscribers you're getting an hour of my time at a criminally low price.

If you're truly serious about making a lot of money, all these free gifts, my monthly newsletter and the FREE call-in days can be your own personal "passport to riches" if you choose.

I know that sounds a little corny... but don't laugh. It could happen to you just like it has for a lot of other successful people.

Let's Recap:

When you agree to a subscription to *The Doberman Dan Letter*, I'll send you the following three gifts... and I will send them to you immediately via Priority Mail:

1. *Doberman Dan's Remote Control Selling Secrets* two-CD set (A \$297.00 value)
2. *Million Dollar Marketing ROI Prediction Tools* (A \$197.00 value)
3. *How To Get The Highest Possible ROI From Your Marketing Dollars!* virtual mentoring videos (A \$197.00 Value)

That's a total value of...

\$691.00 Of Response-Boosting Money-Making Goodies!

4. You also get my newsletter every month chock full of all my best money-making secrets you won't find anywhere else...

5. And so you don't feel like you're all alone on "entrepreneur island", you get to hang out with me at least once a month on our private monthly call-ins. (\$1,000 value)

I've got a set of these gifts with your name on it and I'll send them to you immediately when you say "YES" to a subscription to *The Doberman Dan Letter* **within the next 7 days.**

A subscription to *The Doberman Dan Letter* is available for only \$49.97/month. That's a ridiculously low investment of only...

\$1.66 A Day!

Heck, I've seen homeless people spend three times that much on their daily coffee, for crying out loud!

There's simply no excuse whatsoever for not getting all my best marketing secrets. This is within everybody's budget.

But in the unlikely event you decide I'm not your cup of tea, you can cancel your subscription at any time... and keep all three free gifts as my way of saying "Thanks" for trying the newsletter.

Click the link below to grab your spot at this low introductory subscription investment:

[Click here](#) to subscribe now

Or...

**Call me toll-free
1-800-290-2817**

(352-547-4182 if calling from outside North America)

That number usually rings directly to my home office. If I'm available, I'll be happy to answer your call personally.

If I'm busy working away on your next issue of *The Doberman Dan Letter*, that number will be forwarded to a really nice person who will be happy to reserve your subscriber spot and the 3 gifts I've set aside for you.

As soon as I receive your subscription, I'll Priority Mail all the back issues and all 3 of your FREE gifts.

And, no, you don't have forever to make up your mind.

Right now, none of these free gifts are available for sale anywhere. At any price. And I will only release all this material to people (like you) who become subscribers within the next 7 days.

Once this limited-time subscription offer is pulled... these three bonuses are going bye-bye. And most likely will never be offered for sale.

So take advantage of this unprecedented opportunity and reserve your subscriber spot right now.

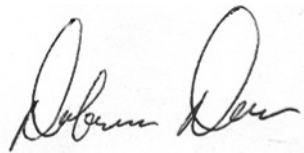
Click here to subscribe now...

Or call me toll-free at 1-800-290-2817.

(352-547-4182 if calling from outside North America.)

I'm looking forward to welcoming you to my extended family of "Players" very soon.

Sincerely,

A handwritten signature in black ink, appearing to read "Doberman Dan", written in a cursive style.

Doberman Dan Gallapoo

P.S. Over the next couple years, you could double, redouble and double again your annual net profits... even if the economy gets worse and recession threatens to devastate all your competitors.

Or... you could find yourself in an increasing pinch for sales, cash flow and profits.

The choice is yours.

Take advantage of this limited-time offer now and reserve your subscription to *The Doberman Dan Letter* **within the next 7 days**.

Click here to subscribe now...

Or call me toll-free at 1-800-290-2817.

(352-547-4182 if calling from outside North America.)

P.P.S. I can appreciate that you're inundated with offers for courses, seminars, coaching programs, membership websites, newsletters, etc.

And I understand there's only so much mental "bandwidth" (and money) for all this stuff.

But hark unto me:

I guarantee *The Doberman Dan Letter* will be the very best investment you'll ever make in your marketing education.

I'm going to give you all my best stuff... the hard-core marketing secrets and techniques learned from 16+ years as a direct response "kitchen table" entrepreneur and copywriter...

... all the secrets I discovered working side-by-side with the late, great marketing genius, Gary Halbert... and I'm giving you...

My Most Outrageous Guarantee EVER!

I'm so passionate about my newsletter, I'm giving you an unheard of guarantee I've never seen anybody in our industry offer:

Try my newsletter for an entire year and apply just a few of the techniques you'll soon discover.

If for some strange reason you don't make back at least 50 times your investment in the next 12 months...

I'll Give You A 100% Refund Of Your Entire Year's Subscription!

No hassles... no-questions-asked... and we'll still part friends.

I'm putting all the risk on my shoulders. Use my strategies and techniques for an entire year. If I don't deliver as promised, you're not out one thin dime.

Do you think I'd make such an outrageous promise if I weren't absolutely 100% sure I could deliver?

From the bottom of my heart, I want you with me for what I believe will be one of the most fun and profitable rides of your life.

Click here to subscribe now...

Or call me toll-free at 1-800-290-2817.

(352-547-4182 if calling from outside North America.)

Here's What People Are Saying About *The Doberman Dan Letter*...

"He's Got My Seal Of Approval!"

"I lived with Dan for 43 days when he had an apartment in Costa Rica. He's a good professional copywriter and he learned some things in Costa Rica that hardly any other copywriter knows about. He's got my seal of approval."

—Gary Halbert

Described as the best and highest paid copywriter in the world. Gary wrote the enormously successful "Coat of Arms" direct mail sales letter, mailed over 600 million times.

"His Writing Is Compelling, Convincing And Lively... And Always Works!"

"Dan Gallapoo has been writing direct mail promotions for my company for over ten years. We keep using him to sell our books, fitness products and magazine subscriptions over and over because his writing is compelling, convincing and lively and always works!"

—Robert Kennedy

Publisher of MuscleMag International, Oxygen, American Curves, Maximum Fitness and Reps!

"A Great Copywriter!"

"I first met Dan when he was a salesman. Now he's a million dollar income copywriter."

—Dan Kennedy, Marketing Guru to the gurus... and publisher of the world-famous *No B.S. Marketing Letter*.

"I Now Only Work Part-Time... But Make More Than A Doctor!"

"Before I met Dan, my business was ebbing out a meager income and my wife was telling me, I better get a real job. Yikes! You see my wife is a doctor and it

was embarrassing to me that she made so much money and I was struggling in my business.

Dan's advice and expertise made my business and income expand rapidly. Dan knows marketing like no one else, and his sales copy always has that 'Doberman Dan Magic' and never fails to close my prospects. My wife now is quite happy I didn't get a real job, because I now make more than her (but work half the time). Thanks Dan!"

—Paul Becker, TrulyHuge.com

"400% To 500% Returns On Our Advertising Investments!"

"Dan's marketing advice and copywriting are fantastic! He gave us a barrage of highly effective ideas I had never thought of before to market our services and products. It has been enormously successful for us.

His ad for one of our courses consistently brings in 400% to 500% returns on our advertising investments. I highly recommend that anyone in any business use Dan's services."

—William C. Parsons, Nine Lives Defense System, Dayton, OH

"Worth 10 Times The Price!"

"Your newsletter is easily worth ten times the price. I love it and I'm going to be able to make at least an additional \$100,000.00 over time using your stuff. And that, Dan, is a conservative figure. I HATE to tell you what I really think it'll be worth to me.

Thanks again for the newsletter. I just hope there are some smart people out there taking advantage of this newsletter. If not, hey that's just more money for ME."

—Dr. Carney, Temecula, CA

"Top Shelf!"

"First impression of your first newsletter: Far beyond professional, top shelf, & it's about time!"

—Georg Marvin, Fort Mill, SC

"Solid And Actionable Marketing Ideas"

"I just read your Premier Issue of *The Doberman Letter*.

It was fantastic to finally get some solid and actionable marketing ideas from someone that is an old-school direct marketer.

I'm tired of buying 'marketing advice' from so-called 'Gurus' who have never seen the inside of an envelope.

I plan to implement your 'Investment Strategy' approach immediately. I can't wait to receive the next issue of *The Letter*."

—Robert Berman, Toronto, Ontario, CANADA

"The Real Secrets Behind Making Money!"

I was lucky enough to get a sneak peek at the Premier issue of your newsletter.

Knowing you, I expected it to be good, but I wasn't prepared for it to be THIS good.

You've given away actionable steps that almost anybody could use to generate income immediately.

It's excellent to see somebody revealing the real secrets behind making money.

Looking forward to the next issue.

—David Raybould, Million Dollar Copywriter – United Kingdom

"TOO Good For Public Consumption!"

"I discovered Doberman Dan years ago when he only had 13 blog posts up on his site. I remember spending half a shift at my corporate job reading all of them.

You can't find those original 13 posts anymore, because Dan took them down. Why? Because he realized they were TOO good for public consumption.

When Dan became the 'reluctant guru' he was smart enough to keep his best secrets behind closed doors. And that's why you need to subscribe to his newsletter, cause the good stuff ain't free."

—Colin Y.J. Chung, Marketing Strategist & Copywriter

“A Fail-Proof System For Generating Cash On Demand!”

“And you charge HOW much? This is a fantastic blueprint right here in your first one. For less than the price a movie for two, you can learn a fail-proof system for generating cash on demand.

Dan, you have created an incredible tool here for all serious entrepreneurs to use. And it is a steal at this price!

Thanks again – looking forward to more of them.”

—Troy White, troysblog.com

“A Bargain At Ten Times The Price!”

“Jammed with valuable insights, bare-knuckled advice, and in-depth how-to instructions, this newsletter would be a bargain at ten times the price. I know that sounds like hype, but it’s just the plain truth.

If you can't take the advice in the very first issue and make THOUSANDS of dollars, you need to give up on the entrepreneur thing, and resign yourself to wearing a paper hat for a living.

Stop wasting your time on ‘internet guru schemes’ - and start reading and applying the Doberman Dan Letter.”

—Ray Edwards, Copywriter, Author, Speaker
RayEdwards.com

“The Real Deal!”

“Dan Gallapoo is the real deal. His copy has made piles of money for others and for himself. He didn't just study the immortal copywriter and marketing great Gary Halbert, he was literally Gary's apprentice in the truest sense of the word. Now he passes on to us Gary's great wisdom and experience enhanced by his own.

—David Deutsch, A-list copywriter for Boardroom and many other multi-million dollar direct mailers.
DavidLDeutsch.com

"Can Help Lots Of Folks Achieve Success!"

"Dan, I just read an issue of your newsletter. I appreciate what you are doing helping spread the lessons you learned from Gary Halbert through this medium. It can help lots of folks achieve success."

—Sam Markowitz, Copyriter and Gary Halbert's last apprentice

"A Must-Have Newsletter For Every Serious Student Of Direct Marketing"

"I've been a big fan of Doberman Dan's work for the past few years. Not just because he's a great writer either (I often wish I could write as well as Dan does)... but because he's a grizzled veteran of classic direct response marketing. And he knows how to ring the register when it counts.

I just finished reading the premier issue of The Doberman Dan Letter, and it's a fitting beginning to what I expect will be a must-have newsletter for every serious student of direct marketing.

Because in the first issue, Dan details a complete (proven) strategy for making a whole bunch of fungolas fast.

The best part: He tells you who to approach, what to say, and even how to structure the deal. This isn't some partial strategy with an upsell at the end – it's the entire strategy, A-Z, swipe letter included!

If you're sitting on the fence about whether or not to subscribe to Dan's newsletter – I'd encourage you to go for it. Just try out one issue and see for yourself how valuable it is. After getting your first issue, I'm convinced that you'll be convinced."

—Ryan Healy, "The Most Referred Direct Response Copywriter on the Internet"
RyanHealy.com

"Blown Away By How Much Raw Value Is Packed Inside!"

"I just read your premiere Doberman Dan newsletter and was blown away by how much raw value is packed inside, even a brain dead goo-roo fanboy could profit from these secrets you are revealing!"

—Ben Settle, BenSettle.com

“A Step-By-Step Blueprint To Make A Small Fortune!”

“Doberman Dan’s new print newsletter is a MUST. In the first issue alone he reveals a step-by-step blueprint for anyone with an ounce of direct marketing blood in their veins to make a small fortune ... and ... do it in a simpler, easier way than trying to follow the latest "internet marketing scheme" of the month. Don’t walk, run over and sign up for the head dog’s newsletter – its got serious bite!”

—Caleb Osborne, CalebOsborneConsulting.com

“It Landed Me A Lucrative Joint Venture!”

So I just sat down and finished reading the first issue of the Doberman Dan Letter.

I wonder why Dan didn’t do this sooner? He’s been holding out! But truthfully Dan actually delivered SEVERAL money making ideas in this issue. In fact I’m gonna use one right now to land a JV deal with someone I’ve been working on for a while. Thanks Dan!

—Mike D., Internet Marketing Guy For Non Internet Marketing Businesses
cyberspacetoyourplace.com

***“It's Easy To See Why Dan
Is A Marketing Maven...”***

He’s stood shoulder-to-shoulder with the legendary Gary Halbert for many years, soaking up like a sponge every morsel of direct response wisdom the master had to offer. If you’re smart, you’ll devour the secrets Dan is sharing in his new monthly newsletter. He offers you a priceless education that’s inspired by a lineage of marketing genius that is as rare in the world today as hen’s teeth.

—Caleb O’Dowd, Copywriter, Marketer, and Protégé of the late Gary Halbert

You Shocked Me!

“I received my Bonuses yesterday... You shocked me!

You have sky rocketed to the top of the list as ‘The Guy Who Best Walks His Talk!’

Incredible... in 15 years of joining lists, newsletters and sales groups, no individual or small business has done or matched you generosity and effort.

Big kudos to you!”

—Paul Gouthro, Ontario, Canada

***"Funniest Yet Practical
Newsletters I've Ever Read!"***

"Dan, I just read your newsletter and I gotta say...

Killer!

Super impressed at how easy it was to digest. It's one of the funniest yet practical newsletters I've ever read. You can quote me on that."

—Dustin Mathews, Author of *How to Get Rich Working For FREE* and *Secrets of the Real Estate Millionaires*, Dustin also publishes the most widely read offline newsletter for speakers and promoters.

DustinMathews.com
speakingempire.com

"I Feel Like An 8 Year-Old On Christmas!"

"I would like to thank you for your newsletter. It is extremely informative and well written. I feel like an 8 year-old on Christmas every time I get it in the mail. I just rip it open and start reading. As a young man (23 years old) I feel extremely fortunate to have found you (and the Halbert Newsletter Archives) and I really want to express all my appreciation for the effort you put into your newsletter and blog. Thanks again."

—Robert Werbrouck, Fenton, MI

Click here to subscribe now...
Or call toll-free at 1-800-290-2817
(352-547-4182 if calling from outside North America.)