
SCRIPT:

The ad that I'll be placing will be strictly used to generate leads for my _____. With most of your advertisers, you can charge them whatever you like because they aren't measuring the response. They have no idea how much each lead or customer is costing them. That is not true in my case. I'm a direct response advertiser, and I will know down to the fraction of a cent how good or poorly your magazine pulls for me. If the results aren't exceptional, I'll never advertise with you again. So let's see what we can do.

Here are my numbers: Once I get a lead, I send out an informational special report and if necessary, up to ### follow-up pieces. After subtracting out my follow-up expenses, I can only afford to pay approximately \$Y per lead. (You plug in your number.) If my cost per lead exceeds \$Y, I won't be able to make my economics work, and you'll

never see my money again. On the other hand, if the ad does exceptionally well in your magazine, and I can afford to pay you more than \$Y per lead, I'll let you know. But I know my numbers, and expect to come in around \$Y. I plan to start off with a small ad, most likely a 1/6 of a page. If it does well, I will instantly step up to a full page ad the following month. Judging from your total subscribers in comparison to my past advertising experience in other publications for a similar offer, I'd estimate approximately that this size ad will pull around ### responses the first month. That brings my ad cost to around \$____. If you want my money, and a continuing ongoing advertising relationship, lets run the ad at \$___ this first month strictly as a test. Once I get a feel for the results that your magazine pulls, we'll talk again. If it does well, you see a sizable check from me every single month for a full page add, and possibly a multiple page ad. How does that sound to you?

(COMMENTS: I generally make the math work so that my 'ad cost' starts at 25%. So \$2000 ad. 50 leads @ \$10 makes the discounted ad \$500. You can only negotiate up!)

IF THE AD REP SAYS: LETS TRY RUNNING THE AD AT \$x MORE, WE HAVE A VERY RESPONSIVE SUBSCRIBER BASE.

Let me reiterate, I'm a direct response advertiser. I gave you specific numbers because I know my numbers. From my vast experience, \$Y is all I can afford to pay per lead. And at ### responses a month, that brings us to an ad cost of \$___ dollars. Maybe you're right, maybe your magazine will pull much better than other magazines. If that is the case, obviously I'd gladly pay more than \$Y per lead. But neither I nor you know that to be factual, so that is why the \$___ test is all I'm willing to spend. Keep in mind, if your magazine is on par or better than my \$___ test, you'll see money from me every single month for a full page ad. That's an enormous total customer value from me, and all you have to do to get it is say yes to my \$___ test.

IF THE AD REP SAYS: YOU NEED TO RUN SEVERAL TIMES TO GET A BETTER RESPONSE.

As I had said before, I'm a direct response advertiser. My prospects make a buying decision based on the information that I present to them at the moment in time when they are reading my ad. I'm not trying to build brand recognition. Someone doesn't need to see my ad 23 times before they get the idea to call me. When they read my ad, they will be presented with the opportunity to receive a free special report, and will make the decision to request the report - or not. Basically I'm selling in a vacuum. The reader doesn't need to see my ad multiple times to make a buying decision. So I'm only willing to test the ad once. And I will not sign a contract for a multiple month test. \$____ is all I'm willing to pay for this test.

IF THE AD REP IS PERSISTENT ABOUT CHARGING MORE

If you are that positive that your magazine will do exceptionally, how about putting your money where your mouth is. Run my ad, don't bill me until after the ad has run, and I will pay you \$Y for every lead I get. So if the results are as good as you suspect, you'll get more than \$____.

If you are as sure as you claim to be about me getting great results with your magazine, then you shouldn't even resist setting up this

deal.

All of my responses are coded from my magazine advertisements, so any leads that come from your ad will be easily identified. And I should be able to set it up so the company that handles my leads, so they will automatically send you lead reports as well so this deal maintains complete integrity on both your part and my part. The only condition is that my lead cost will cap out at your regular rate after all discounts.

(COMMENTS: You'll agree that if I have to go through the whole script, the ad rep is going to come out pretty bloodied. But the good news is, I've never made it past the first objection. I always get the price that I'm willing to pay. I've never paid more than half price for any ads - except yellow pages.)