



How To Make A Fortune With Classified Ad Sales

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Introduction

Classified ad sales is one of the truly electrifying frontiers of the free enterprise system.

It is still possible to start a business on a shoestring from your basement or on your kitchen table, and build that business into a very profitable company giving you independence and freedom the real goals that embody the American dream.

It's not a dream, I know firsthand that it can be done, as I started in the basement of my home and built a sizable company, and I know others who have done the same.

Classified ad sales companies are generally not started big corporations but primarily by entrepreneurs who have an idea or a dream and pursue it with vitality and resolve.

Nevertheless, to pursue that dream you've got to have knowledge, a plan giving you an idea about where to go and how to get there. You need the basics and an overall awareness of the factors involved in a sell by mail business.

This book was written and designed to give you these basics in a straightforward and understandable way. Including the "nuts and bolts" necessary to carry you through almost every aspect of marketing by mail from the very elementary basics to the same techniques used by the pros.

I have been fascinated with this type of selling ever since I was a small child, this due to my father.

Back then I eagerly helped him package and mail, amid other things, these small so-called "Weather Houses." You may remember them, or have heard about these novelties. They were a fascination and amazement to me then, and frankly still are.

The attraction of these gadgets was when a statue of a little farm girl would appear from a simulated farm house during good weather, or a nasty old witch would pop out when the weather was turning foul.

Most of all, however, I was drawn to the fact that the envelopes containing the orders for these contraptions - were stuffed with cash, and this particular fascination continues today.

What about you? Have you, as well, ever wondered what it's like to find money in your mailbox - day after day?

Have you ever thought about starting a business through which you could launch a product or service and build a profitable future.

If so, then this book is for you. It's been awhile, but I'll never forget that very first thrill of seeing cash orders in my mailbox and that excitement has, if anything, increased through the years.

I know that by following the guidelines in this book you will be able to experience that same stimulation.

In the ensuing pages you'll discover that there's no business like direct response marketing, which is more commonly referred to as 'selling by mail' or 'mail-order.'

This business makes you the boss. You can live *anywhere* you like and even operate your own business while holding down a regular job, furthermore you can start your business with limited funds and grow it at whatever rate you think best.

You'll come across all types of people making great money in the this business; single individuals, couples, families, students, retired people, moonlighters, working wives, just about anyone who wants a profitable future.

Classified ad sales, could open the doors of the good life for you. At the very least, if you wish, this business is a proven way to a second income and a bank account that just keeps on growing.

So if you have always dreamed of starting a home-based business, you have chosen the right book. Today is the day your dream begins to come true.

Everything you need to know is contained within these pages. I will guide you from start-up to success and beyond. All you have to do is add your own creativity and before you know it, you will have joined a long line of successful homebased entrepreneurs.

The direct response industry is famous for its millionaire success stories, like mine. While, you may never make a million dollars running a direct sales company, I am sure you will rake in more money than you might otherwise expect.

Whatever you decide, don't leave your future to the whims of others!

I wish you good Fortune;

Maurice L. Roberts

What is Required Of You

While the main objective of this writing is to describe the mechanics of classified ad sales, a.k.a. selling by mail or mail-order, it was not intended to be a motivational discourse.

Nevertheless, I do think a few words about your attitude, as it relates to your overall success in this field, are called for.

Classified ad sales is the very essence of America and the principals that make it without doubt the greatest nation on earth!

However, today it is virtually impossible for an individual without access to large sums of capital to build his own business and experience the absolute freedom it brings, except in classified ad sales.

Once you begin the business of selling information through the mail, you are in sole control. It is truly your business, not your and theirs. No person can tell you; What price to charge, Where to advertise, What to sell, or Where to operate from, but you. Not even the government!

Regardless of what some liberal tells you, your success and wealth has always been in your hands! Only *you* have the power to control your own financial future. You're not being forced to live from paycheck to paycheck. You don't really have to depend on others for a living. You have the ability to change your financial situation.

However, all of this is only possible if you believe in yourself, believe that you can do it. But, if you truly believe the world owes you a living, or it's impossible for the little guy to get ahead, then you're beat before you even begin, and nothing, in this book will help you.

On the other hand, if you're willing to set your sights higher, if you're willing to allow yourself the opportunity, if you'll throw aside your doubts and fears of failure, then you can set your mind on making a fortune.

Selling information-by-mail need not cost an arm and a leg to begin. So lack of money shouldn't be your excuse.

You don't need an expensive office or storefront or the high overhead of employees.

As long as you have a table - lack of workspace shouldn't be an excuse.

Bear in mind, none of us are "natural born moneymakers."

When you can master these following qualities, a whole new world of success will open up to you. They are:

1. Courage

Whatever else you do, don't give up! No matter how frustrated with your first efforts. Remember that you haven't failed until you quit. Remind yourself that every successful operator started like you!

2. Perseverance

Keep your long range goals always in mind.

3. Self-confidence

Your attitude should be that if somebody else is doing it, *so can you!*

4. Hard work

5. A readiness to gamble on yourself

Ask yourself, if you will not take a risk on yourself, then why should anyone else?

6. Develop an ability to concentrate on the tasks at hand

7. Comprehend the business environment of selling by mail.

Become knowledgeable by reading mail-order books, trade publications, and meeting other people in the business.

Never let a lack of education stand in your way of success. Some of the world's greatest entrepreneurs never finished high school.

Believe me, when you've mastered the above traits, you'll be rewarded far beyond what you've dreamed possible.

Set your goals. What have you got to lose? Think more of all you've got to gain for you and your family.

Keep in mind that many sincere people with lofty goals only give lip service to wanting to be successful, but for some unsounded reason, never take the necessary steps to make it happen.

Hopefully, you won't be one of them. Keep your long-range goal in mind while doing your homework. Before long you'll smell the sweet scent of success and have the daily, exhilarating feeling of shaking checks, cash, and money orders from stacks of mail sent to you!

Remember, where you are tomorrow will be determined by what you do today!

The Attraction Of Classified Ads

Your Not The Only One Who Loves to Read Classified Ads

People have a unique fascination with classified ads. They read them even when they aren't looking for anything in particular.

I often read the various classified sections in newspapers hopeful of uncovering an interesting new product idea. I also read every ad in numerous magazines and tabloids, trying to catch a new trend or some interesting ad copy that might lend itself to my own ads.

This is due to my unlimited research. Also, I'm constantly answering ads, buying products, getting on mailing lists, in fact doing exactly what I suggest you do.

Think about this assignment as an exciting activity with a gold mine at the end of your search

All it takes to be able to scoop up as much riches as you wish is the willingness to learn and try, and most of all, the motivation to keep on learning and trying even when your goal is achieved.

Many of today's successful operators did not strike gold with their first ad. In fact, my first gem (So I thought) didn't exactly dazzle the readers.

Giving up and quitting is easy. Having the strength of character to continue on is what separates those who are successful from those who are not.

To make it in this business you need fundamentally two things. One is knowledge of practical techniques that get results. The other is an entrepreneurial attitude. This means sustaining the belief that you'll be able to learn the business and in time reach your goals.

One of my favorite sayings is, "You are not only what you are today, but also what you choose to become tomorrow."

You may start out with a profitable ad right away, or you may not. But it doesn't much matter to your long range success, as ads that don't make it are a normal and necessary part of the classified sales business.

Keep in mind, Not every ad will be a winner. Building your business entails experimenting with new items, ad copy, and publications.

Setbacks are to be expected, even for those of us already running a profitable businesses.

Success in any endeavor begins with having the right mind set. Your attitude *must be* - if others can become successful in classified sales, you can too. And when you think about it, Why not?

Selling by mail from classified ads does not require any real secrets, there are only logical steps you must embark on, and these you must take them.

That's something no one can do for you. It's your responsibility to do the research, simply reading this book as if it were a novel isn't going to do it.

You must become aware of successful ad copy in publication targeting your market. Get the feel of ads that are pulling in inquiries and orders by the hundreds and thousands.

Analyze successful ads. Try to determine what makes them winners. Doing so will make you a winner.

Why Classified Ads Work

The Perfect Place to Make Your Fortune

The Direct response business is a perfect place to make your fortune as an entrepreneur. This is true, not only as a first business, but even if you have an ongoing established business that has little to do with classified ad sales. Here's why:

Relatively Easy To Enter.

If you want to go into the selling by mail business or employ direct sales marketing techniques to assist a business you already have in operation, there is little to prevent your entry.

As a matter of fact, the U.S. Post Office, which benefits from your sales, will aid you in every way possible.

In most ventures, unless your involved with certain restricted types of goods, there are no licenses to obtain other than, in some cases, a local business license.

There are no tests you must take to qualify you. There are no educational requirements you must have completed to become a practitioner.

There are no age limits, gender, ethnic, set monetary or location restrictions.

As a result, most people can enter the this business more easily and with less difficulty than any other business.

Small Capital Requirement.

Although you cannot get into this business, without at least some money, this initial amount is really quite low, compared to other businesses. Most, in fact, require large sums. For instance, it will require several hundred thousand dollars or more for you to enter the restaurant business, and you won't even know whether you will be successful for a year or longer.

You can start part-time and maintain a very low investment and overhead until your cash flow is right and you are successful enough for the business to become full-time. Also, you can maintain, no matter how successful you become, a low profile.

With Each Ad Success or Failure Comes Quick

With many businesses you may not know for years if your business is really a viable money-maker, or if you will be forever "barely making it,"

With this business, regardless of the product or service sold, you will find out very quickly whether you have a winner or a loser. Further, even if you have a number of losers, you can control your expenses, by starting with a limited amount of ads, so that once you hit a big winner you can then expand your marketing.

No other business will permit you to experiment in this fashion while you test and modify your ads, products and concepts until eventually you achieve success.

Why People Buy By Mail

One basic principle in classified ad sales is always to go to your market first, and then look for a product or service to offer for that market, not the other way around.

Let's look and see why people buy by mail.

Those Interested in Novelties.

These are buyers who want things that are different from their neighbors. These people actually look over magazines for items that are different and that appeal to them. When they find products that are novel and relatively inexpensive, they purchase them.

Those Pursuing a Hobby or Some Particular Interest.

These are people with special interests, such as gardening, stamp or coin collecting, financial investments, making money, and many other different hobbies or activities.

Those Who Buy by Mail as a Matter of Convenience.

These are buyers or potential buyers who find it easier to buy by mail, especially if they live in a location somewhat removed from adequate shopping facilities.

Very frequently, these people will send away for merchandise in order to benefit from a larger and wider selection of items than they can find at their local stores.

Those Who Buy by Mail Purely for What They Consider to Be a Price Advantage.

These are folks who buy because they look over order-by-mail catalogs or see other advertisements in direct mail pieces.

They compare them with retail store selections, and order through the mail because they are certain that the cost in dealing by mail is a bargain when compared to the prices in their local stores.

Overview How and Why Direct Response Sales Works

Success in this form of sales often follows a simple pattern. First, a need for a certain product is discovered, and an item is developed and produced to meet that need.

Next, the product is tested with a few initial ads offering real value for the buyer's money. The orders received are filled usefully and promptly.

Finally, the business is expanded by increasing the amount of money devoted to advertising. If handled wisely, the increased advertising will bring in a growing number of orders.

The entire idea of a classified ad sales business might be summed up this way: First, you obtain or create a product or service to sell; second, you find ways to reach prospective customers with information about your product. That's it in a nutshell.

Just Why Do People Buy By Mail & Why Do They Keep On Doing It?

Why do more and more people send checks and money orders through the mail for all manner of products and services?

Naturally, there are a variety of reasons, and as the operator of your own sales by mail business, you should be aware of them.

As outlined above, one big reason for buying by mail is convenience. Many stores today seem to care little about a customer's business. In a great many stores today customers are left to wait on themselves.

It seems service is a thing of the past. If you find what you want, that's fine. If you don't, tough luck! Times have changed. You might say that the customer is no longer right, at least not in many stores.

Shopping by mail eliminates the need to scour a store in search of needed items. A person who shops by mail often achieves a sense of freedom. No confrontation with a salesperson is necessary. The sales talk is in the ad or in the sales literature received by mail. It can be tossed in the wastebasket or set aside for later consideration. It can also be acted on at once.

Another reason is that buying by mail saves time that would otherwise be spent fighting traffic and coping with parking problems.

Along with the reasons for buying by mail already given, a few others are worth keeping in mind.

An important one is the buyer's belief that the product will be of better quality than is available locally. Many buyers enjoy owning products that are different in some way. The novelty appeal of a number of products is very apparent.

And, there's one type of buyer who has little choice but to do business by mail. These buyers are shut-ins.

For many of the elderly, the handicapped, or those homebound for whatever reason, this type of ordering is a real lifesaver.

The products and services they need come right to their front doors and mailboxes, saving them considerable hardship.

No Longer An Employee

Below are some of the major advantages and negatives of starting your own part/full time classified ad sales business, as well as, any other home venture.

Let me state here that this form of direct sales is unique, it provides an equal opportunity to more people than almost any other home business. Also, it's more fun! Every day for the past forty years, regardless of up's and down's, has been exciting for pleasurable for me and my family.

Classified direct sales is open to anyone, no matter their: race, ethnic background, sex, age, location, handicap or amount of monetary funds. This is the only business I know as where you can start with very limited resources and grow to any size you wish, with your complete control.

I truly believe you should not leave you future up to the *whims of others*.

Becoming The Top Dog

Once you embark on your direct sales business, you will have joined the ranks of the self-employed. To be honest about it, there are two sides to the self-employment picture. There are both advantages and disadvantages to working for yourself. You need to be aware of both.

The Small Business Administration says that well over 1,000 new businesses are started every day. Fifty percent of all new business fail in the first two years.

Why They Fail

Major reasons are; lack of management ability, lack of funds, neglect, fraud, disaster, and unknown reasons.

The Good News Of Owning Your Own

When you have reflected on both the pros and cons of working for yourself, you may well find that the advantages far outweigh the disadvantages.

A great many people are much happier running their own businesses. The idea of being their own boss is tremendously appealing to millions of people. They are attracted to coming and going as you please. Also, controlling the pace of your work.

As well as, there's a big challenge in running things yourself. People who work for themselves usually have more incentive to do well, and succeed.

A Ready-Made Career

Should you decide to join the ranks of the self-employed, you'll have solved one difficult problem automatically, as you will have bypassed that problem by creating your own job.

Working for yourself might even prove to be less of a gamble than casting your lot with an employer.

You Can't Be Fired

One great advantage of self-employment, is that you can't be fired, except by yourself. Newspapers and magazines frequently carry stories about companies that have let longtime employees go in order to save money or trim their staffs.

Money

Another lure is money, operating your own business eliminates the ceiling on your potential earnings. This is especially true in our business. It's still very possible to make a fortune in a business of your own.

Freedom and flexibility.

You can structure your day to suit your personal needs, whether you want to spend time with the family, you have a volunteer job, or you want to attend a class. You have control over when you do your work.

Tax benefits for home based businesses.

Home based businesses are typically blessed with a number of business deductions that would otherwise not be available to you. Even if you set up a part-time or very limited sell by mail business.

Save money on wide-ranging cost.

As you're not meeting with your customers, you won't have to buy expensive "work clothes" or use the dry cleaners as often. You also save money on telecommuting costs! No more driving to the office everyday.

Lower start-up costs for home based businesses.

One huge savings is the fact that you won't have to rent or lease office space! This alone will save you a great deal of money, while providing you with a great tax deduction.

Starting You Own Business

Before we get involved in the subject's of product selection and marketing, lets think about the managerial part of business.

The direct by mail sales business, like all other selling activities is formed by two distinct functions, marketing and administrative. Most of your labor will consist of marketing including advertising and delivery, in general executing the business.

The marketing aspects of your company are what the *this book* will concentrate mostly on. However, of corresponding importance is the administrative side of your venture.

This book was written with the *assumption* that you are well-informed as to most of the administrative needs of business. That is, that you understand the need of complying with local business laws, as well as, the maintenance of accurate business records and other financial concerns.

If you lack these skills of management I suggest you get advice from someone you respect who does.

I clearly advise you start your enterprise in a conservative manner, moving cautiously while you learn the business.

After all, your beginning efforts no matter how skimpy, do not place any limit as to your companies growth potential, as your first product may not live up to your expectations.

You would be surprised at the number of mail-order millionaires who began their operation with less than \$100.00.

Classified ad sales is basically a straightforward business, but you must first learn your craft, as well as, being convinced of your products worth in the market place. You can discover this from your first few ads. You may have a winner right off the bat, you may not!

Place one or two ads in targeted publications to start - monitor the results - then increase your marketing efforts when warranted.

Keep accurate records. While everyone keeps his or her ledger a little differently, the significant thing is that you do maintain your books properly.

It's extremely important to your success that you keep detailed and accurate records from the inception of your home business. Besides legal requirements, good bookkeeping can offer you one of the greatest advantages of a home business, income tax saving through deductions. In fact, this is the central reason many start a home business.

Even if you retain your job, be aware that your business deductions reflect tax wise on your overall income. In addition, good record keeping could sharpen your success by providing the decision-making statistics you need.

My advice is that you contact a true tax professional in your area before you begin. You'll want to structure your new venture so as to follow their professional advice.

A few suggestions about your initial business structure.

- Begin your venture as a sole-proprietorship, or simple partnership if you are not alone.
- Select a business name that is descriptive and simple.
- Setup a separate bank account and use it only for things that relate to your business, this will help you with your record keeping.
- Keep all receipts and other records of your expenses and activities.
- If you are currently employed keep your job and start your enterprise part-time.
- It's wise to ease into this business keeping in mind that you are beginning a career.

My best advice, when in doubt about any aspect of your business, in the beginning or down the line, is to just use your common sense. After all, running your business on a daily basis requires common sense.

Remember, there are no restrictions as to how successful you may become, except those you place on yourself.

You are not only what you are today, but also what you choose to become tomorrow!

When Considering Products

About Ownership And Cost

Every successful classified ad sales entrepreneur invests time in the discovery of new products to sell, as well as, new approaches to the ones he has. We look upon this search as a hunt for buried treasure with a pot of gold at the end, this because that's exactly what it is.

For my part, I tend to categorize products to sell as either, 'tangible' items, like clocks, pens, computers, etc., or informational - 'Info,' such as books, reports, how-to booklets, manuals, and so-forth, whether they are in a printed form or on computer disk the so-called modern conveyance of information.

Whether informational or otherwise, all businesses have guidelines when considering the feasibility of an item to put on the market, a sort of 'rule-of-thumb.'

The following considerations are imperative with me when making a choice.

1. MINIMAL COST.
2. ACCESSIBILITY OF COST & SUPPLY
3. MAXIMUM MARK-UP (profit)!

Apart from the appeal of the product as a sales item, these three factors are personally mandatory. Let's examine each of these deliberations.

MINIMAL COST TO OWN!

Ownership, total control of your product is a must. If you are going to invest *your* precious money in promoting a product with such costs as printing - advertising expenses, let alone your time, efforts and promises, you had best well own it or at the least have *total* control.

Suppose, your supplier informs you that the item is no longer available, delivery time has been changed, or the price has increased, all this after your promises to the customer and other obligations have been established.

Think about it, without absolute domination over your sales item, you don't really own your own business, do you? You must retain the assurance of continual product availability and cost, as they relate to your needs and responsibilities.

OBSERVE COST & SUPPLY

You must retain an ability to continually supply your operation with a product at exact known costs, thereby preserving your profit.

MAXIMUM MARK-UP (profit)!

When all is said and done, you must be in a position to acquire the most profit possible!

ABOUT MAXIMUM MARK-UP

The expenses of marketing are increasing almost weekly. It's crucial and wise to produce a profit, as abundant as possible. After all, your needs include; maintenance of marketing, continual compliance with promises, efforts for expansion, taxes, as well as enhancing your own personal wealth.

On the other hand, profits are merely 'inconsequential' if you are only in business only for the sole 'satisfaction and accomplishment it brings.' (Pardon my little absurdity)

It is my honest belief that, if the buyer perceives the value to be equal to the price your asking for the item, then, there is no such thing as "too much profit" regardless of your cost.

My personal feelings aside, if these aforementioned three qualities are not inherent in the item in contention for marketing it, it is quickly discarded.

I readily advise a similar response to these fundamentals, for any person serious about entering classified ad sales, or any business.



Thanks for reading these brief few pages, of one of the most successful and original career course manuals available on building your own home-based *Classified Ad business*. Learning from an established professional is the best way to starting your own profitable home business.

If you'd like to consider the complete course, [click here..](#)

For information on our other career courses go to either anezbizz.com or ahow2.com

Note: To read another *sample edition* of our famous home study courses follow this link... [Learn](#)

Whatever, your decision may I talk this opportunity to wish you the best of good fortune, and remember, don't leave your future to *the whim of others*.

Your friend;

Joe Myna