

INDEX

A

- Abraham, Jay, 14, 233
A/B testing, 81
Added value, 96
Advertising. *See also* specific type,
 i.e., Direct response television,
 Pay-per-click
 direct marketing, 61–62
 e-mail promotions, 34
 how to choose search engines,
 83
 Internet, 8, 102, 146
 rates, 129
 samples, 235–267
 social media, 51–52
 target market, 136–137
Advertorials, 226
AdWords. *See* Google AdWords
AdWords for Dummies (Jacobson),
78, 82
Affiliate marketing, 176–178
Affinity Lifestyles, 148–149
Agora, Inc., 8–9, 20, 117
 joint ventures, 165–166
 multi-channel marketing strategy,
 29
 use of telemarketing, 155
Agora Travel, 180
ALT tags, 71
Amazon.com, 8, 54
American Writers & Artists, Inc.,
117, 166–167
Anchor text, 72
Ancillary sales, 188
Anderson, Chris, 10
*Art of Writing and Speaking the
English Language* (Cody), 5
Ask.com, 74, 83
AskJackCanfield.com, 169
Associations, 191
Assumption forecast, 218
Attendance fees, 186–187

278 INDEX

Attractor Factor, The (Vitale),
203–204
Audacity, 57
Audit Bureau of Circulation
(ABC), 127–129
Automatic Wealth (Masterson),
92
Average unit of sale (AUS), 106

B

Back-end sales, 155, 156–157, 188,
198, 233
Back linking, 73
Bad as I Wanna Be (Rodman),
206
Banner ad, 34, 36, 43
Benefit, 37, 38, 116, 117
Benson, Dick, 18
Blogs, 49–50, 52, 53, 58–60, 84,
209
Bly, Bob, 16–17
Bly.com, 66
Bonner, Bill, 9, 166
Bonus, free, 96
Bookmarking, 60–61
Bounce rate, 220
Branding, 19–20, 68
versus selling, 120
Brand presence, 20
Breakeven point, 215, 216
Breakthrough Advertising (Schwartz),
18
Brevity, 57
Broadcast advertising. *See*
Direct-response television
advertising
Bullets, 38
Buy.com, 8
Buying frenzy, 9–12
Byrne, Charlie, 181

C

Canadian Heritage, 128–129
Canfield, Jack, 169
CAN-SPAM act, 33
Canty, Jedd, 89–90
Catalogs, 101, 222
Celebrities, business, 168–170
Channels:
correlation with lifetime value,
27
determining, 217–218
what they are, 20–24
Charity events, 191
Chowhound.com, 54
Cialdini, Robert, 94
Cigar Connoisseur, 225–233
Circulation, 121
Cirque du Soleil, 40–41
Click fraud, 75
Click-through rates (CTR), 68,
220
Clubs, 191
CNN.com, 65
Cody, Sherwin, 5–6
Comment posting, 52
Commercials, TV, 133–134,
142–144
Commissions, 176
Communication, customer, 10–12
Conferences, information, 188–189
Consistency, 94, 96, 139
Copywriting, 16–17, 24–26
bootcamp, 182
direct e-mail advertising, 36–37
direct mail advertising, 103,
115–117
direct print advertising, 125
how process works, 117–118
using a timeline, 216–217
using in multiple ways, 219
Co-registration ad, 45–46

- Costs:
 - direct e-mail marketing, 32
 - direct print advertising, 123–125
 - mailing lists, 107
 - social media advertising, 55
 - telemarketing, 161–163
 - TV advertising, 136–137
- Cox, Robert, 141–142
- CPA (cost per acquisition), 220
- CPL (cost per lead), 220
- CPM (cost per thousand), 62, 220
- Credibility, 25, 37, 116, 117, 129
- CTR (click-thru rate), 68, 220
- Customers:
 - acquisition of, 33, 100
 - communication with, 10–12
 - contacting prospects, 35
 - finding, 213–214
 - forum, 53–54
 - information gathering, 55, 186
 - lifetime value, 27, 28–29, 124
 - relationship with, 183
- Customer service, 227
- D**
- Daily Reckoning, The*, 9, 205
- Data cards, 106, 108
- Deadlines, 127
- Dedicated e-mail ad, 44, 235–236
- Dedicated promotion, 34
- Del.icio.us, 61
- Digg, 51, 61
- Digitalpoint.com, 70
- Direct e-mail marketing, 11–12,
 - 21, 131, 230–232
 - and direct-mail marketing,
 - 32–33, 36
 - and endorsed ads, 41–43
 - principles of, 36–38
- Direct leads, 37
- Direct mail marketing, 11, 99–118,
 - 131, 229–230
 - advertising copywriting,
 - 115–117
 - and direct e-mail marketing,
 - 32–33, 36
 - JC Penney, 222
 - lifetime value of customers, 221
 - principles, 105–107
 - seven-step process, 102–104
 - spending growth, 102
 - what it can be used for, 101–102
 - what it is, 100–101
 - what it takes to succeed, 104–105
- Direct marketing, 7, 18, 61–62
- Direct print advertising, 119–132,
 - 229
 - advantages, 121
 - buying, 125–126
 - costs, 123–125
 - factors affecting success, 122–125
- Direct-response-driven site, 65
- Direct-response e-newsletter, 20
- Direct-response marketing (DRM),
 - 15–30, 115
 - beginning of, 5–6
 - goals of, 19
 - and Internet, 8
 - statistics, 6
 - what it is, 19–20
- Direct-response online marketing,
 - 31–48
- Direct-response radio marketing,
 - 145–152
- Direct-response television
 - advertising, 12, 133–144, 229
- Direct-space advertising, 120,
 - 131–132
- Dir.yahoo.com, 73
- Display ad, 47–48
- Dmoz.org, 73

280 INDEX

Do-not-call list, 159
DRM. *See* Direct-response marketing (DRM)

E
Early to Rise, 9, 20
annual conference, 180–181
and blogs, 58–60
early days of, 211
Internet forum, 57–58
and multi-channel marketing, 218
promotions, 199–201
teleconferencing, 91–92, 94
Early to Rise.com, 65
EContent magazine, 209
Edelman's Interactive Solutions, 86
Edelston, Martin, 15
Elvis Mermaid, 50–51
E-mail marketing. *See* Direct e-mail marketing
eMarketer, Inc., 146
Empire of Debt (Bonner), 205
Endorsed ads, 34, 36, 41–43, 235–236
E-newsletter ad. *See* Insert ad
E-newsletters, 20
E-news sponsorship. *See* Insert ad
Entrepreneur.com, 139, 140
Event ad, 236
Event marketing, 12, 24, 153–154, 179–201, 229
avoiding problems, 185
challenges, 182
planning, 192–199
principles of, 182
types of, 190–191
Exhibitor fees, 187

F
Facebook, 52–53, 60, 64
Feedback, 220
FeedBurner, 85, 86
Fees, events, 186–187, 189
Ferriss, Tim, 49–50, 53
Fiori, Joe, 225–233
Flash, 232
Forecasting, 215–216, 218
Forums, 52, 53–54, 57–58
4-Hour Workweek, The (Ferriss), 49–50
Four-legged stool test, 37–38, 116–117
Free-to-fee strategy, 170
Fun, 182, 183
Fundraising events, 191

G
Goals, 215–216
Gomes, Phil, 86
Google, 8, 74, 79, 82
Google AdSense, 75
Google AdWords, 75, 78, 79
Gupta, Vin, 134

H
Harvard Business School Toolkit, 28
Hatch, Denny, 134
Header tags, 71–72
Headlines, 38, 76–77
Healing Prescription, The, 42–48
Hitwise, 134
Home shopping channels, 138–139
Honesty, 56
Hopkins, Claude C., 18
Hot lists, 39, 44, 108, 213, 214

House lists, 39, 217
House shopping, 1–4
HSN (Home Shopping Network),
138–139, 141–142

I

Idea, 37, 116
Inbound telemarketing, 160
Indirect leads, 37
*Influence: The Psychology of
Persuasion* (Cialdini), 94
Infomercials, 148–149
Information conferences,
188–189
Informative web sites, 65
infoUSA, 134
Insert ad, 34, 36, 44–45
Integrity, 157–158
Internet:
advertising, 8, 102
advertising *vs.* radio advertising,
146
and direct-response marketing, 8,
35
forum, 52, 53–54, 57–58
JC Penney sales, 222
and marketing, 7, 11, 16–17
product testing, 214
and public relations, 208–210
spending on advertising, 147
and twenty-first century
marketing, 12
video marketing, 12
Internet Money Club (IMC), 96,
214
Internet Wealth Alliance, 59
Investment U, 180
Investor's Daily Edge (IDE), 51,
89–90

Invitation package, 101
IPP (Intermediary Paid Page), 169

J

Jacobson, Howie, 78, 79–80, 82
JC Penney, 222
Joint ventures, 165–178, 219,
228–229
and affiliate marketing, 176–178
principles of, 170
strategies for success, 171–173
testing partner's product, 175
Jones, Brent, 148–149

K

Keywords, 69–73, 77

L

Landing page, 34
Language, conversational, 38
Lawrence, Paul, 205
Leads, 37, 44, 115–116
Leveen, Steve, 119
Levenger, 119
Leverage, 95–97
Lifetime value, 27, 28–29, 124,
221
Link building, 73, 232–233
LinkedIn.com, 60
Lists:
building from web sites, 66
for direct mail, 102–103,
105–107
selection, 38–40
and social media, 57
telemarketing, 156
Long-form advertising copy, 35, 37

282 INDEX

Long Tail, The (Anderson), 10
Loyalty, customer, 10

M

Mackey, John, 56
Magazine ad rates, 122
Mailing lists, 33, 102–103,
105–108, 230
Makepeace, Clayton, 24–26
Mandossian, Alex, 90, 91, 94, 95,
168–170
Marketing. *See also* specific type,
i.e., Direct-mail, Telemarketing
and copywriting, 16–17
establishing priorities, 212, 214
and the Internet, 7
resources, 18
twenty-first century overview,
5–14
using teleconferencing, 90–92
Martial arts, 50
Martin Edelston's Boardroom, Inc.,
15
Master of ceremonies, 185, 192
Masterson, Michael, 92
MCM. *See* Multi-channel
marketing (MCM)
Media, 122–123
buying, 38–40
choosing, 206–207
developing a plan, 218–219
target, 208
understanding, 205–206
Media kit, 128–129
MeetUp.com, 60
Message boards, 52
Meta tags, 71
Michael Masterson
Business-Building Conference,
190–191

Microsoft AdCenter, 75
MillionDollarHomepage.com, 207
Mrfire.com, 50
MSN, 8, 83
Multi-channel marketing (MCM),
6, 15–30
buying a home, 3–4
for high-end conference, 218
launching a campaign, 212–220
power of, 211–223
what it is, 6, 26–28
Multivariate testing (MV), 78, 81
My Life in Advertising (Hopkins), 18
MySpace, 52, 60

N

Name collection, 34, 42, 43, 45,
46, 47
“Need to have” products, 212
New Rules of Marketing and PR
(Scott), 209
News aggregators, 84
Newspaper Association of America,
122
Newspapers, 122, 127
Newsvine.com, 61
Nth selection, 107
#10 package, 101

O

Offer:
direct print advertising, 125
making it irresistible, 117
telemarketing, 157
10 Tests rules, 113–114
what it is, 112
Online poll, 46–47
Open rate, 220
Organic searches, 66–74

Outbound telemarketing, 160
Outside lists, 39–40
Overture, 79
Oxford Club, The, 11, 179–180

P

Partners, joint venture, 171
Paul, Ron, 51
Pay-per-click (PPC) advertising,
 12, 25–26, 36, 47–48, 74–84,
 233
 affiliate programs, 176–177
 history and future, 79–80
 product testing, 213–214
 search engine tracking reports, 82
 writing, 76–77
Permission-based list, 218
Permission marketing, 35
Perriello, Barbara, 179–180
Pets.com, 64
Phillips, John, 70
Photo-sharing, 52
Podcast, 52
Podium sales, 187–188
Poll, online, 46–47
Pop-up ads, 16, 18
Postcard, 101
Premiums, 16, 77, 96
Press releases, 208, 209
Print advertising. *See* Direct print
 advertising
Print marketing, 22
Product development, 95
Product launch, 212–214
Prospect, 39–40, 115, 217
Public relations, 24, 203–210
Pull marketing, 8, 13, 35
Punctuation, 77
Purchase channel, 106
Push marketing, 8, 9, 13, 35

Q

Quality control, 159–160
Quality Score, 75
QVC (Quality Value and Choice),
 138–139

R

Radio advertising, 12, 23,
 145–152, 229
 checklist for success, 150–151
 history, 147
 infomercials, 148–149
 spending, 147
Radio Advertising Bureau, 146
RealSimple.com, 65
Recency, 108
Reciprocity, 94
Red Bull, 184
Reddit.com, 61
Relevance, 69, 73, 77
Remainder advertising, 126–127
Remnant space, 126–127, 151
Repetition, 217
Respect, 170
Retreats, 190–191
Return on investment (ROI), 150,
 220, 221
RobertRinger.com, 66
Rodman, Dennis, 206
ROI (return on investment), 150,
 220, 221
RSS, 84–86, 233

S

Sackheim, Maxwell, 5
Sales:
 back-end, 155, 156–157, 188,
 198, 233
 and co-registration ads, 45

284 INDEX

- Sales (*Continued*)
 - and dedicated e-mail ad, 44
 - events *versus* information
 - conferences, 188–189
 - at marketing events, 187–188
 - Schefren, Rich, 58–60
 - Schwartz, Eugene M., 18
 - Scientific Advertising* (Hopkins), 18
 - Scott, David Meerman, 209
 - Search engine marketing (SEM),
 - 22, 63–87, 232–233
 - Search engine optimization (SEO),
 - 12, 25–26, 232–233
 - maximizing web site visibility,
 - 66–74
 - strategies, 69–74
 - Search engines, 82–83, 209
 - Search engine spiders, 69, 70–71,
 - 72
 - Search.MSN.com, 74
 - Search.Yahoo.com, 74
 - Secrets of Successful Direct Mail*
 - (Benson), 18
 - Selling. *See also* Upselling
 - versus* branding, 120
 - Seminars, local, 190
 - Sharpe, Alan, 113
 - Short-form advertising copy, 35, 37
 - Silver, Yanik, 167–168
 - Simplicity, 57
 - Slate.com, 65
 - Slice, Kimbo, 50
 - Smith, Adam, 170
 - Social bookmarks, 60–61
 - Social media, 21, 49–62
 - advantages and disadvantages,
 - 55–58
 - advertising principles, 56–57
 - challenges of advertising, 54
 - costs, 55
 - direct marketing, 61–62
 - forms of, 52
 - Social networks, 60–61
 - Social news web sites, 60–61
 - Software, 176, 177–178
 - Spam, 33–34
 - Speakers, 196
 - Specificity, 77
 - Speed, 32–33
 - Spiders, 69, 70–71, 72
 - Sponsored ads, 74, 151, 184
 - Sponsored links, 74
 - Sponsored sales presentations,
 - 188–189
 - Sponsorship fees, 187
 - Spreadsheets, mailing lists, 109–112
 - Squeeze page, 42–43, 235
 - StrategicProfits.com, 58–60, 65
 - StumbleUpon.com, 61, 62
 - Super Bowl, 133–134
 - Surveys, 95

T

 - Tabloid, 100
 - Tagging, 71, 232
 - Target audience, 38, 136–137, 150
 - Teleconferences, 89–97, 190
 - Telemarketing, 11–12, 23, 143,
 - 153–164, 230
 - advantages of, 156
 - and back-end sales, 155
 - costs, 161–163
 - fundamental principles of,
 - 156–157
 - mistakes, 158–160
 - Teleseminars. *See* Teleconferences
 - Television, 12, 23, 133–144
 - 10 Tests rules, 113–114
 - Testing, 78, 81, 103, 107, 175,
 - 213–214

Tew, Alex, 207
Timelines, 212, 214–215
Title tags, 71
Total Health Breakthroughs, 62
TotalHealthBreakthroughs.com, 67
Tracking, 80–81, 220
Track record, 37, 116, 117
Trade, unrestricted, 170
Trade shows, 190
Transparency, 58–60
Trust, 68–69, 157, 170

U

Unique selling proposition (USP),
38, 77, 116
Universe size, 106–107
Upselling, 42, 43, 44, 46, 47, 155
Urgency, 157
USA Today, 208

V

Vaynerchuk, Gary, 51
Vendors, 196
Vertical back-end sales, 188
Videolog, 52
Viral marketing, 50, 52
Virtual seminars, 190
Vitale, Joe, 50–51, 203–204
Vlog, 52

W

Wall posting, 52
Wal-Mart, 56
“Want to have” products, 212
Wealth of Nations (Smith), 170
Weblog. *See* Blogs
Web sites:
 reasons to have one, 65–66
 submitting to search engines,
 74
 types of, 65–66
Web surfing, 83
Whole Foods, 56
Wiki/Group creation, 52
WineLibraryTV.com, 51
Word-of-mouth advertising,
52
Wordtracker.com, 70
World Financial Tours, 180

X

XSitePro software, 176

Y

Yahoo, 8, 83
Yahoo! Search Marketing,
75
Yeakle, Katie, 166
YouTube, 52–53, 64

