



## How To Make Maximum Money With Minimum Customers: 21 Proven Direct-Marketing Strategies ANYONE Can Use!

By Craig Garber

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- **Are you an entrepreneur or salesperson who needs more qualified leads?** How about converting your existing leads into paying customers and clients, *much* faster?
- **Are you a doctor, financial services, or other trade professional, who's always dreamed of having effortless, 'almost magic-like' marketing that'll have your daily planner *filled* with appointments?**
- Do you own a jewelry store, dry cleaners, or other retail establishment you'd love to see *packed* with paying customers?
- **Have you had it 'up to here' with clients who demand first-class service, even though they're on a Wal-Mart budget? Do you want to avoid tire-kickers who shop around for the lowest prices in town or online, and instead, only deal with ultra-rich clients who are *thrilled* to be working with someone of your caliber?**

If you answered 'Yes!' to any of these questions, or if you just want to make a LOT of money, *very* quickly, then this is the most exciting and important book you will **ever** read. Often compared to Eugene Schwartz 'Breakthrough Advertising,' inside you'll discover:

- **How Garber made \$578,463 in one year with a small list of customers, without spending a dime on advertising and almost all at 90% profit.** Garber shows you how to at *least* double your sales, whether you work online, offline, or both. Not by begging JV's or affiliates to promote you, but by using fresh new ideas that work in ANY business.
- **On page 42, you'll uncover the single greatest secret weapon for making money in any business.** How powerful is this secret? Quite simply, **it is the best source of ongoing and predictable income, referrals and repeat business, in the world.** And, it has almost *zero* downside risk.
- **What about advertising? Are you sick and tired of running online and offline ads that never get the kind of responses you want? Is your website more like a ghost town than a bustling freeway, filled with traffic? Don't**

worry, Chapter 23, *How To Write A Sales Letter That Sells*, gives you the blueprint to designing compelling ads that'll have your buyers lined up and practically *begging* you to take their money. Garber walks you through the 12 proven items you **MUST** include in every ad or sales letter, to make them perform as reliably as a Swiss watch.

- **As you know, there are only three ways to make more money:** Raise your prices, get more customers, or increase the value of your average transaction size. **In Chapter 12, you'll discover a simple strategy (which takes less than 5 minutes to implement) that gets up to 98.4% of your customers to spend more money with you, every time they buy.**
- **How to sell products and services for much higher prices and profit margins than your competition!** The secret to charging top-dollar is knowing how to 'position' yourself in the marketplace. And this is much easier to do than you think, as you'll see in Chapter 10, *How To Become Number One In Your Industry*.
- **Why conventional business and marketing advice is useless, because it revolves around exchanging time for money.** Look, whenever you're trading time for money, your income is limited by the amount of time you're either *willing*, or are physically able, to work. Garber reveals 2 simple strategies (pages 135 and 321) that leverage your time and multiply your effort, so your cash-flow is no longer tied to how long or how hard you can work. Result: a lot less work... and a lot more money.

**Listen, 'hoping' things get better, won't work. *Hope* is not a good business strategy.** In times like this, you need to *think* smarter, not *work* harder, and this book shows you *exactly* how to do this.

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### **Editorial Review**

Review

#### **5 Things You MUST Know About This Book:**

Since 1972 I've sold over \$300 Million worth of goods and services in a variety of industries. So when it comes to marketing, I truly have 'seen it all.' And without question, Craig is one of the brightest guys I've ever met. I love brilliant guys, because they always have new ways of seeing things, clever shortcuts to use, and breakthrough systems you can easily apply. They are also very practical in their vision, as you will see.

Second, this book is FILLED with diamonds, and you will be able to scoop them up into your hands, page after page. I urge you to write them down and apply them, *immediately*.

Third, as you know, there are people you meet who drain your energy, even when they're writing. Craig, on the other hand, is like a powerful dynamo. The more you read him, the more energy you have, and the more motivation grows inside of you. The clearer you think, the smarter you'll act, and the more money you will make.

**In fact, last year, using just two of Craig's Strategies in this manual, I pulled in \$304,044.82 in 7 days alone. (Strategy #4, 'How To Create Continuous Streams Of Income,' and Strategy #6, 'The REAL Secret Behind All Great Business Relationships')** At 90% profit, I am forever grateful to him for sharing these strategies, which are now yours for the taking.

Fourth, after reading his book, you will sense Craig has just given you the most valuable gifts and treasures you may ever receive. The bonus section alone is worth several times the price of the entire manual.

Many concepts and strategies are so deep and so well explained, you'll have sudden insights that will bring you a rush of money from out of the blue, like in a casino when you hit the Jackpot or win the Grand Prize.

Fifth, Craig is ORIGINAL. He thinks like no one else thinks, and shows you how to do the same. Why keep using old approaches when his new ones work 5 times better?

I could go on like this for hours, because Craig's book is carefully crafted with the same precision Stradivarius uses to craft a custom violin.

He always manages to surprise me, with the deepness of how he thinks about life, about business, and about money. You too, will be moved in this same way.

Craig is the Leonardo da Vinci of direct marketing: creative, easy to understand, a beautiful soul, and successful in all aspects of life. Follow him!

**Christian H. Godefroy - Chesieres, Switzerland**

I first met Craig when I subscribed to his Seductive Selling Newsletter, and for the last 3 years I've been a member of his Mastermind Group.

So I expected this book to be good, because he's always made good on his promises. His work ethic and integrity are second to none, especially in today's day and age where people often promise you anything just to get your business.

In this book, he over-delivers in the same straightforward way he does in person. He has a very old-fashioned 'common-sense' way of explaining things, which lets you quickly and easily put his advice to use, in a systematic and measurable way.

I worked with Craig, specifically on **Strategies 4, 6 and 7 ('How To Establish Unshakable Trust And Rapport')**, to create a brand new business that brought in over \$1.4 Million in 6 months alone. Study these Strategies because there's absolute *gold* in each of them.

#### **DC Fawcett, Real Estate Trainer - Apollo Beach, Florida**

--Independent Entrepreneurs

There are so many good ideas inside, I could only pick a couple to work on. I am pleased to say we implemented them, and **from a very small mailing (550) we got 200 replies and of these, 124 bought!** That is damn good and a whole lot better than we've *ever* done before. If you just follow the ideas in -- Independent Entrepreneurs

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#### **Robert Plumb, Soil Doctor - Norfolk, England**

One of the few books I still refer to on a weekly, and sometimes *daily* basis. It may be the 'Breakthrough Advertising' of our time, it's THAT good.

Easily one of the best investments I've ever made. It's the best explanation of personality marketing, building a REAL business, and creating lead generation systems. There are other great books on the subject, but none put together in a way that just 'makes sense,' like this.

I knew the importance of back-end business before, but this has given me a TON of great ideas that have made my clients and I, lots of money. **He could have sold the Bonus Copywriting Section as a book on its own - it's better than 95% of modern books on the subject.**

It's required reading for *any* business owner. If a friend or family member was starting a business, I wouldn't recommend it, I'd *demand* they read it. Again, it is THAT good.

The info is more solid than courses I've paid 20x the price for. It's a complete marketing education and should be **required reading for anyone who needs to find new customers and keep them for life.** Craig's writing style is captivating and his enthusiasm is contagious. It's motivating, inspiring, and a million dollar lesson in marketing. **In a world full of 'get rich quick' schemes and boring outdated marketing books, Craig has truly set a new standard.**

## **Scott Murdaugh, Copywriter - Springfield, Missouri**

Craig spares nothing from the moment you crack this open. This is an endearing tale of triumph and accomplishment (on HIS terms), and he lays bare how you can do the same thing.

Reading this book is like getting a crash course in modern business success. I'd say it's like drinking water from a fire-hydrant, but Craig's much more precise than that. He tells you *exactly* what you should be doing to elevate your business above the mere 'rest.' **If you don't devour every word on every page, it'll be your loss. There are plenty of posers out there, but Craig isn't one of them. This book is a roadmap to success.**

Read this with a pen and paper nearby - you'll need it for the pages of profitable notes you'll take. **Essential lessons from one of the best, so don't squander it.**

## **Christopher Hurn, Bank CEO - Orlando, Florida**

There's a phrase used where I grew up. It's used to make sure someone isn't talking nonsense, and that phrase is 'KEEP IT REAL.' This explains why I love this book.

--Independent Entrepreneurs

Read no further than the dedication of this book and you'll know everything you ever need to know about Craig Garber as a person. But keep reading to discover Craig Garber the genius copywriter and marketing strategist!

This book allowed me to walk away from my full time job and transform my part-time freelance business into a thriving career. Before Craig's book, clients pushed me around and dictated how my time was spent. I used to take calls from clients at all hours, I was a slave to my e-mail and I'd do a ton of extra work without being compensated, because I thought this was the right thing to do.

Thanks to Craig and the strategies he shares, I discovered this was the exact opposite of what you SHOULD be doing. Don't get me wrong, this isn't about not taking care of your customers or clients. It's about setting up healthy boundaries and taking care of yourself, which is actually a lot easier than you think, as you'll see in this book.

My business really started to take off once I implemented the strategies in Craig's book, especially **Strategy #10 'How To Become #1 In Your Industry.'** **This strategy alone, created a huge demand for my services.** Today, I pick and choose who I want to work with, as opposed to who I have to work with.

Once I positioned myself as the industry leader, I then used **Strategy #13, 'Upselling: The Secret To Making Even MORE Money!'** which dramatically increased the amount of money customers wind up spending with me.

You'll love the 'Money Making Action Steps Checklist' at the end of each chapter. They help you focus on the most important aspect of each strategy, so you can implement it, *immediately*. **Bottom line, this is a complete blueprint to running a business.**

## **Bill Parlamen, SEO Expert - Chester Springs, PA**

There are lots of reasons you may have been held back from living the life you've always dreamed of. Whether it's what's going on inside your head or a lack of knowledge about how to market yourself. Regardless, that's all about to come to an end.

Craig pulls the curtain all the way back and reveals EVERYTHING. He shows you exactly what he did to overcome a very rough start in his own life, and how he became a world class marketer and copywriter. Instead of just telling you what to do, Craig shows you step by step exactly how to *finally* do it for yourself.

I have a huge library of books and manuals I've spent a small fortune and years compiling. Yet all of them combined don't come close to explaining, in layman's terms, exactly how to sell and market my services, like this one does. This is a reference manual I'll keep on my desk and use for the rest of my life. **Every day that goes by without you having this information is costing you money.**

**Chet Rowland, Entrepreneur & Service Business owner - Odessa, FL**

Craig transformed my software business, nearly doubling the yearly income. I achieved this by following the simple rules you find in this book.

You might think this is just glorified words on paper, however nothing could be farther from the truth. What I will tell you is, Craig is truly a gifted person, and my entire family - my wife Kathy, and our children Zachary, Benjamin and Alyssa, can vouch for this and highly recommend this book to you. Craig has helped me deliver everything my family could ever want, by helping me pull my business from the depths of desperation... to delivering a life changing experience for us all.

P.S. Even if you only read one part of this book, make sure it's **Chapter 14, 'The Incredible Power Of Your Back End.'** This chapter alone brought me in a little over \$39,000 in less than 4 weeks.

**Matthew Jones, Software Developer - Jamboree Heights, Queensland, Australia**

--Independent Entrepreneurs

About the Author

In *How To Make Maximum Money*, Garber reveals his early personal struggles, as well as the detailed inner workings behind his highly-profitable business, *and* behind the strategies he's used to help himself and his clients make a small fortune since March of 2000.

For instance, Garber was once so desperate he worked night shifts as a cabbie, not far from the gritty housing projects where he grew up, in the Bronx. Today, however, he is one of the highest paid and most sought after copywriters and direct-marketing consultants in America. Since 2005, he has also published the fastest-growing offline monthly direct-marketing newsletter, *Seductive Selling®*, now read in 15 countries. He also runs several different consulting programs, and he's helped more than 253 entrepreneurs in over 67 different industries, create highly-profitable lead generation systems and make Maximum Money, using the creative direct marketing strategies revealed in his book.

Garber's clients rely on his no-nonsense practical approach, and you'll appreciate his wit and candor as he shows you more short-cuts and more ways to make money... than most entrepreneurs will learn over their entire career.

For example, Garber once mailed a single postcard that produced a mind-boggling 42.7% response rate, and



over \$152,751 in sales! (see page 21 in his book)

Garber's writing is compelling and inspirational, and he's extremely generous when it comes to sharing business secrets. Included are over 47 pages of winning ads, e-mails, and sales letters for you to model, along with proven templates to follow.

One reader said *How To Make Maximum Money* is *the greatest business and marketing book published in the last 75 years*. Garber charges a small fortune to work with clients -- however, doubling leads and profits is not an uncommon result. Now, his secrets are yours, including:

- **How To Create Continuous Streams Of Income**
- Why Most Ads (And Most Marketing) Fails
- **How To Become Number One In Your Industry**
- How To Make A LOT More Money With NO Extra Marketing Costs
- **How To Turn A Small Failure... Into A Small Fortune!**
- How To Make BIG Money, Really Fast!
- And... much more.

Today Garber lives in a sprawling Florida lake-house, with his wife and their three children. When he's not working, he's traveling, listening to music, reading, taking photos, or bass fishing.

## **Users Review**

### **From reader reviews:**

#### **Mark Hoffman:**

Book is usually written, printed, or created for everything. You can realize everything you want by a reserve. Book has a different type. To be sure that book is important matter to bring us around the world. Beside that you can your reading proficiency was fluently. A book *How To Make Maximum Money With Minimum Customers: 21 Proven Direct-Marketing Strategies ANYONE Can Use!* will make you to be smarter. You can feel much more confidence if you can know about every little thing. But some of you think in which open or reading some sort of book make you bored. It is not necessarily make you fun. Why they may be thought like that? Have you looking for best book or acceptable book with you?

#### **Gayle Anderson:**

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**Lillian Vaughn:**

Here thing why this How To Make Maximum Money With Minimum Customers: 21 Proven Direct-Marketing Strategies ANYONE Can Use! are different and reliable to be yours. First of all reading through a book is good nonetheless it depends in the content of it which is the content is as delightful as food or not. How To Make Maximum Money With Minimum Customers: 21 Proven Direct-Marketing Strategies ANYONE Can Use! giving you information deeper since different ways, you can find any book out there but there is no guide that similar with How To Make Maximum Money With Minimum Customers: 21 Proven Direct-Marketing Strategies ANYONE Can Use!. It gives you thrill reading through journey, its open up your own personal eyes about the thing which happened in the world which is probably can be happened around you. It is easy to bring everywhere like in park, café, or even in your approach home by train. If you are having difficulties in bringing the imprinted book maybe the form of How To Make Maximum Money With Minimum Customers: 21 Proven Direct-Marketing Strategies ANYONE Can Use! in e-book can be your substitute.

**Danielle Rucks:**

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