
“Million Dollar Online Advertising Strategies – *From The Greatest Letter Writer Of The 20th Century!*”

**13 Unusual Differentiation Fundamentals
Guaranteed To Supercharge Your
Online Advertising Results!**

**Brought To You By
Dr. Joe Vitale & Daniel Levis**

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“Robert Collier Found Alive!”

A Foreword by Dr. Joe Vitale

Robert Collier was the greatest copywriter of all time. He was the first hypnotic writer. He wrote letters that are still talked about today. Some people read his letters even now and want to buy the products they sold -- even when the letters were written almost a hundred years ago. That's incredible.

Collier is my hero. He died three years before I was born, and sometimes I feel like I'm a reincarnated version of him. But no one compares to him. He was prolific, spiritual, successful, and kind. I've spoken to his daughter and his granddaughter, and they all agree: Collier was a rare man. He was brilliant as well loving. He didn't write with hype; he wrote with heart.

He left several books for us to enjoy, from "Secret of the Ages" to his legendary "Robert Collier Letter Book". It was the latter that changed my life. Before reading it I was an ok writer. After reading it I was a hypnotic writer.

My favorite parts in the letter book were the actual letters. They were riveting. They read so easily, that the structure of them was hidden to the eye. Behind those friendly words was a strategy to make sales. And that psychology worked. It helped Collier sell products during the Great Depression of the 1930s, when people were out of work, out of food, and often out of their own home.

I've always wanted to dissect Collier's letters to see the mechanism working behind and within them. I wanted to pull away the curtain and see the wizard at work. Well, I waited too long. My friend Daniel Levis beat me to the treasure. And what a treasure it is.

I'd venture to say that within these pages is enough material to make you one of the most powerful marketers alive today. Not only do you get Collier's actual letters to model, but you also get Daniel's astute analysis of them. The combination is like a secret code unlocking the vault to wealth.

“Million Dollar Online Advertising Strategies – *From The Greatest Letter Writer Of The 20th Century!*”

Collier died long ago, but he's alive in this golden book. Read it. Study it. Absorb it. The great man himself would be proud to see what's here.

Enjoy,

Dr. Joe Vitale

A handwritten signature in cursive script that reads "Joe Vitale". The signature is written in a dark ink and is positioned below the printed name "Dr. Joe Vitale".

Author of way too many books to list here.
www.mrfire.com

Chapter 1

“Introduction”

Let me take a few moments to define online advertising, as it is referred to in this manual. There are plenty of varieties of perception when it comes to the term. Many people view it as simply a means of driving “traffic” to a web site. Somehow, “traffic generation” has become such a huge subject that it has literally overshadowed something profoundly more important. And that something is the primary focus of this book.

Yes this manual does touch on some of the mechanics of traffic generation, & the flow of prospects through your overall marketing structure, but its primary focus is on converting that traffic into revenue. Generating traffic to a web site is relatively easy, especially if it converts. There are plenty of options available to you. What Robert Collier’s letters & this manual reveal are both the marketing strategies, & the persuasion principles that allow you to turn traffic into money. What most people don’t realize is that for an established business, with a product to sell, conversion **MUST** come before you invest substantial amounts of effort into generating traffic, or you’re setting yourself up for failure.

This manual is **NOT** yet another how to market your business online from A to Z guide. It does not go into substantial detail on the mechanics of the process. There are many such books on the market that do this. I have included one (33 Days to Online Profits) in this package as a **FREE** bonus (A \$29 Value). You will also find sidebar comments that point you to other more specific information resources.

What you will find here in the main body of the manual, are advanced secrets of persuasion, & rare tactics of differentiation adapted from the most unlikely of places. **Real stealth marketing weapons that will set you apart!**

Chances are, you bought this package because you are struggling with a particular business problem. Either you suspect that your current advertising is failing to generate the results it should, or you are planning to invest in new online advertising activities, and are looking for the best ideas you can find to ensure you get your money’s worth. This is a significant manual,

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“Million Dollar Online Advertising Strategies – From The Greatest Letter Writer Of The 20th Century!”

To navigate this document, simply hover your cursor over the extreme left of the document, click down, & drag to the right. You will be presented with a list of hypertext link headings.

and while I want you to study it in detail, I have also made it easy for you to quickly reference the parts that are relevant to satisfying your immediate needs, as you build & refine your campaigns.

Each chapter is built around one of 13 of Robert Collier’s most profitable sales letters, and the unique marketing concepts behind them. Of thousands of letters, these gems were hand picked by Robert Collier himself before his death.

Why study ideas that were used over half a century ago in mail order?

Whether your goal in advertising online is to generate leads for personal follow up, or to sell products directly from your web site, you have to understand this. There are essentially two broad categories of advertising available to you. Choose the right one, and you have already positively differentiated yourself from most of the competition!

Direct Response Advertising - Robert Collier’s work, & the online advertising strategies outlined in this manual are short-term goal oriented. They will generate a measurable & immediate response for you. The return on investment is always known. Each campaign, and each segment within each campaign, has a clear & immediate intended result. Profitability is quickly realized.

And so these strategies hinge on two fundamental principles. Using as much print presentation as necessary to fully persuade, and closing that presentation with a very clear, measurable call to action. Think of it as a sales presentation in print. Either the prospect takes the desired action, or they don’t.

Did you catch the two key phrases?

- 1) As much print presentation as necessary to fully persuade
- 2) Measurable call to action

This may sound strange to you, but the fundamental success keys of mail order advertising, are almost directly parallel to the best practices you can use online. With web & email marketing, once you’ve paid your way in, you generally have virtually

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unlimited messaging space. You can use “salesmanship in print” principles. And everything is automated, and therefore easily tracked & measured. It is direct response marketing heaven.

Online, a Sales Letter formatted web page or email message forms the central focus of your direct response campaign. When you are finished carefully studying these pages, you will make it the central focus of ALL your advertising, both online & off.

Direct response is specific, systematic, & scientific.

It is specific in the sense that the sales letter is very tightly linked to the lead source. It is systematic, because it will often involve successive steps designed to move as many prospects as possible through the buying cycle. And it is scientific. Each successive step must be uniquely measurable.

These fundamentals always apply, regardless of the mediums involved.

What differentiates this program from other DR approaches is the unusual subtlety of the Robert Collier style. Remember, people hate to be sold, but they love to buy!

Image Advertising – Also known as brand or institutional advertising, this is far & away the most common type of advertising, both online & off. You see it everywhere. Image advertising seeks to make the marketplace familiar with your brand & business. It seeks to generate attention, and tries to create a trigger that with enough repetition will become ingrained in the prospects mind. When they have a need for the product or service advertised, the trigger pops to mind. Hence the use of catchy slogans & jingles, and in the online world, banners & graphic intensive web sites.

Image advertising is extremely expensive, & it is very difficult to measure the return on dollars invested. Creative image advertising may win awards for web developers & ad agencies, and make your company look impressive, but it is seldom profitable.

An agency that does image oriented advertising will almost never work on a contingency basis. They know that what they do, flat out doesn't work. Instead, they appeal to their client's

egos. They focus on entertainment value, and making the business look like the greatest thing since sliced bread.

If you ask them to prove the financial effectiveness of the ads that they develop, they tell you the impact of advertising shouldn't be measured in financial terms alone. It's your brand that's important, & it will take time to establish it in the mind of the consumer. Just keep working with us, and it will all work out.

Can you afford to wait?

Advertising that differentiates your business, & generates immediately measurable results is the key to growth revenues, market share, & profits. Work your way through each chapter of this manual regardless of the particular industry that it happens to focus on. You may be tempted to skip over sections because they are not about your industry. Avoid this temptation. Your job is to transcend the marketing incest that plagues your industry, by working through each dissection, regardless of the product or service being sold. **The most profitable ideas will come from outside of your industry.**

These unusual & almost magically effective methods that you are about to discover, are just what you need to differentiate your business, & make your online advertising really pay!

But a word of warning. This manual contains hundreds of ideas, but it is not a collection of cookie cutter strategies that you can blindly take & apply to your business. It does not pretend to do your work for you. Rather it is designed to open your mind to the principles & techniques that Robert Collier perfected, as they apply to the online world.

Differentiating yourself successfully is in large part a process of adopting & adapting what's proven to work in one business, and transplanting it to another. That's exactly what I've done. That is what every successful online marketer has done, and I have demonstrated this for you here. Working through the entire manual will condition your mind to do the same.

“My Story”

It’s worth explaining how I came to be involved with the history of advertising & in particular the incredible work of the legendary Robert Collier. For 10 years of my life, I spent the better part of each day with a telephone stuck to my ear, dialing corporate accounts for dollars.

Cold calling was all I knew when it came to finding new customers to sell to. Sure the companies I worked for had marketing budgets, and yes they advertised. But nothing much ever seemed to come of it. I never paid much attention to it, and just minded my own business.

Arranging appointments over the telephone was for a long time the fastest, least expensive & most profitable way to do business. And I made a substantial income this way.

Until one day around the turn of the millennium, when I began noticing how darn difficult the whole cold calling thing was getting. The executives that I was calling on were becoming next to impossible to reach. And when I did get lucky & find somebody who would talk to me, it was somehow becoming increasingly difficult to establish the kind of rapport & credibility that I needed. It was as if, the world had changed somehow.

And then dog gone it, it hit me. The world had changed. And changed big. When I started my career, it was the seller who held the balance of power. It was 1990, & at that time, buyers had far fewer ways to find out how to solve their problems. I realized that when I called, offering an interesting new benefit, and an option between meeting on Monday afternoon or Tuesday morning, that my buyer often agreed, simply because it was the most practical avenue for acquiring information about solving a given problem.

With the arrival of the mainstream Internet in the later half of the 90s, the barriers to both information, & business entry came crashing down. My buyers had more sellers calling on them than ever before, and they didn’t need any of us to figure out what was going on out there. They began hiding behind their computer screens, reading e-mails, surfing the web, and checking their call displays for unwanted intruders.

Telephone prospecting had become back breakingly time consuming, and inefficient. It was like trying to dig a basement, with a shovel. There wasn't nearly enough leverage in it.

Something had to be done.

As much as I had seen how ineffective my employers were at marketing, I decided to use print advertising to try & generate leads. My first experiments were disastrous, and it wasn't until I stumbled on this very collection of Robert Collier's letters and began clumsily trying to adapt them to what I was trying to do that I saw results. Within a short period of time, it was clear that I was on to something big! And to my amazement, the techniques that I adapted from these decades old letters worked particularly well online, of all places.

Today, I'm able to generate profitable cash on demand for my clients & for my own business, using the Internet. And I owe this in large part to the direct response advertising techniques of a man 54 years dead. It is a strange & wonderful feeling. And as a show of gratitude, I want to immortalize him. I want to make his genius available to anyone with a genuine desire to succeed.

What you find on the pages that follow will shock you. I doubt you have ever seen anything like it before.

Each Chapter Includes

- One of 13 of Robert Collier's most profitable sales letters including a prologue outlining the marketing premise used, and its relevance to online advertising.
- An annotated version of the studied letter, dissecting it's every paragraph into minute detail. No stone is left unturned to ensure you gain a thorough understanding of every one of the wealth building techniques used therein!
- A companion commentary that demonstrates the differentiation fundamentals Robert Collier used, why they worked, and why each concept contained still works like magic today!

So without further ado, let's begin.

Chapter 2

Who's Who?

Here's a strategy that proves particularly effective when selling the concept of membership. This notion of “membership” is fundamental to profitability. It implies a recurring revenue stream, doesn't it? Every business should have one. Many could but don't.

There are endless permutations. Everything from maintenance contracts, to CD clubs, to roadside assistance. If you don't have one, get one. Dream one up if you have to.

It's one of the best ways to take advantage of a very prevalent human trait, “procrastination”. While you still need to focus on delivering value, and reinforcing that value in the mind of the customer, you DO NOT need an explicit decision to invoice.

Procrastination works for you, rather than against you. It is much more difficult for your customer to cancel, than it is for them to simply not order. One requires a decision, the other does not.

Recurring revenue streams make your life much easier. So wherever possible, deliver your service, “until forbid”. Selling a product? Find a way to wrap a service around it, or offer some incentives for ongoing automatic repeat purchases, and supercharge your profits!

FREE memberships can be equally profitable. They can circle the wagons around customers that would otherwise remain “transient”, & virtually lock out competitors.

Think consumables. Restaurant patrons, video rental patrons, flower shop patrons, etc. Virtually any business can benefit from offering exclusive membership benefits in exchange for an email address & “permission” to communicate.

The business benefits are huge!

Yet the list of offline operators who miss this easy, yet amazingly effective method of dramatically reducing their revenue acquisition costs through dirt cheap online advertising methods is simply staggering!

This letter will give you some killer ideas that will help you to attract “MEMBERS”, whatever your definition.

Here we go...

The Letter

Dear Madam:

Would you be good enough to do me a favor? I promise not to ask too much.

You can help to solve a problem which is of significance to all officials of Women's clubs. You know that for 34 years, the leading Club Women of the United States have been recorded each year in the So & So of Women's Clubs.

This year, a symposium is being conducted among the leading officials of Women's Clubs, to determine whether it would add measurably to the So & So's value to include an entirely new section - a "Who's Who Among Club Women", - giving a short biographical sketch with the offices you have held and all the outstanding achievements of your Club life.

Your Club Activities entitle you to representation in this exclusive section. Will you be good enough to give me your opinion of the value of a section?

There will be no charge for the listing, but since each listing will mean considerable additional expense in the way of typesetting and the like, we shall ask each of those whose biographical sketches appear in this "Who's Who" to subscribe to So & So. To make up for this however, we shall send it to them - not at the regular price of \$5.00, but at a special pre-publication discount of 15% - making the net price to them \$4.25, and even from this figure we shall give them an additional discount for advance payment.

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We shall greatly appreciate an expression of your opinion from you. If that opinion is favorable, please fill out the Record attached, giving your Club connection and all those little personal items that Society Editors and others ask for, when your own or your club's activities bring your name into the news.

The enclosed envelope needs no stamp. Won't you, therefore fill out the Record NOW - while it is in your hands and mail it right back in the enclosed envelope?

Thank you!

Appreciatively,

Annotated Version

Dear Madam:

Would you be good enough to do me a favor? I promise not to ask too much. This favor thing is so powerful & rare, and incredibly effective! After doing someone a favor, we naturally feel more kindly toward that person from that point forward. Provided of course that they do not do anything to abuse our good will.

You can help to solve a problem which is of significance to all officials of Women's clubs. You know that for 34 years, the leading Club Women of the United States have been recorded each year in the So & So of Women's Clubs. This example is especially powerful because it targets the prospects peer group. Affinity groups define a membership.

This year, a symposium is being conducted among the leading officials of Women's Clubs, to determine whether it would add measurably to the So & So's value to include an entirely new section - a "Who's Who Among Club Women", - giving a short biographical sketch with the offices you have held and all the outstanding achievements of your Club life. This is incredibly seductive isn't it? The prospect of being recognized for one's achievements is intoxicating to many people. By the time they realized it was an advertisement it was very often too late. There emotions had already run away with them.

Your Club Activities entitle you to representation in this exclusive section. Will you be good enough to give me your opinion of the value of a section? This letter really lays it on thick because it comes at the reader from several angles. Ever noticed how people love to give advice? When you ask someone for his or her opinion, you are implying that you value it. This in turn bolsters that person's self worth. Offering some type of an exclusive entitlement has a similar impact.

There will be no charge for the listing, but since each listing will mean considerable additional expense in the way of typesetting and the like, we shall ask each of those whose biographical sketches appear in this "Who's Who" to subscribe to So & So. To make up for this however, we shall send it to them - not at the regular price of \$5.00, but at a special pre-publication discount of 15% - making the net price to them \$4.25, and even from this figure we shall give them an additional discount for advance payment. Again, do you see how adroitly he brings up the subject of money, making it sound as if the reader is part of an exclusive group, & therefore eligible for the discount? And after all, who wouldn't want to see their name in lights?

We shall greatly appreciate an expression of your opinion from you. If that opinion is favorable, please fill out the Record attached, giving your Club connection and all those little personal items that Society Editors and others ask for, when your own or your club's activities bring your name into the news. Remember, this letter was mass mailed to anyone belonging to a women's club. The fact that it assumes the notoriety of the individual, once again appeals to their sense of self-importance. And isn't the close brilliant? Can't you see her reflexively putting pen to paper to proudly fill in the details of her club affiliation & activities on the order form?

The enclosed envelope needs no stamp. Won't you, therefore fill out the Record NOW - while it is in your hands and mail it right back in the enclosed envelope? People have become desensitized to the command close so often used today. This question framed close that Robert used so often is very unique, and catches a lot of people off guard.

Thank you!

Appreciatively,

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Differentiation Fundamental # 1

The Ultimate HOT Button

Advertising is all about motivation, isn't it? Find out what motivates people, and you can get them to do what you want. Order your product, request additional information, click through, opt-in to your newsletter, sign up for a membership, whatever it is that you want them to do.

So what is it that motivates people? What do they want? Robert Collier used a motivator that was stronger than love, money, and food, all wrapped into one. Do you know what it was? Do you know what really motivates people?

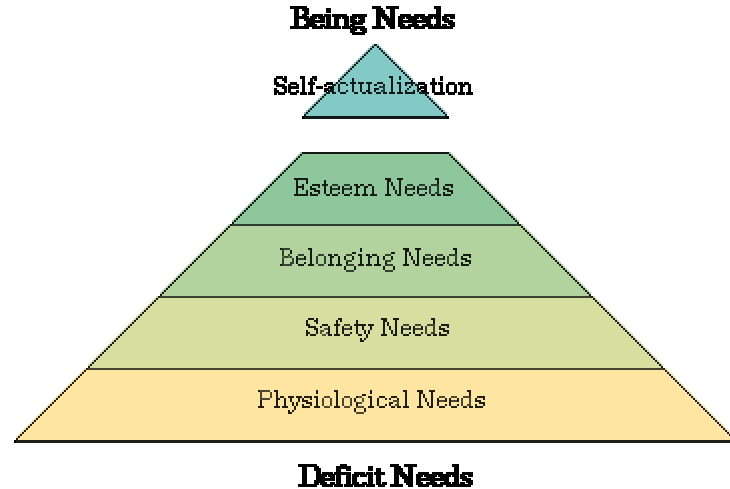
Do you know what motivates you?

Man is a perpetually wanting animal. Don't you love it?

Probably the best analysis of human motivation comes from Abraham Maslow's hierarchy of human needs.

Maslow theorized that we are “motivated” to satisfy 4 broad categories of needs, as indicated in the below diagram. He called this a hierarchy of needs. Each successive block up the pyramid is contingent upon the satisfaction of the preceding one.

So for example, if you had not eaten for 48 hours or more, your prime motivation would be physiological. Once your physiological need is satisfied however, it no longer motivates you. But you are like a vacuum, & your attention turns to the next unfulfilled level. You want to do whatever is necessary to feel safe & secure. If your needs for safety & security are reasonably assured, you start to seek affection & a sense of belonging, and so on. **As each step becomes fulfilled, it ceases to motivate you.**



The physiological needs - Things like oxygen, water, protein, salt, sugar, calcium, and other minerals and vitamins. Also to have adequate exercise, rest, to sleep, to rid oneself of waste, to avoid pain, & to have sex.

The safety and security needs - When the physiological needs are largely satisfied, you become increasingly interested in safety, stability, & protection. The need for structure, for order, & freedom from fear and anxiety motivates you.

The love and belonging needs - When physiological needs and safety needs are, by and large, met, you begin to feel the need for affectionate relationships, friends, a sweetheart, children, & a sense of social belonging.

The esteem needs (also called ego) - Next, we begin to look for esteem. Maslow noted two versions of esteem needs, external & internal. External esteem needs are the respect of others, the need for status, fame, glory, recognition, attention, reputation, appreciation, dignity, importance, even dominance & power. Internal esteem needs are characterized by self-respect, including such feelings as confidence, competence, autonomy, achievement, mastery, independence, and freedom.

Self-actualization – Maslow observed that discontent and restlessness remained for those individuals (estimated at less than 2% of the population) whose lives had all four of the basic needs substantially fulfilled. This final phase is characterized by a need to realize a higher meaning in life through such things as the arts,

philosophy, and religion. What humans can be, they must be. Musicians must make music, artists must paint, & poets must write if they are to be ultimately at peace with themselves.

It is important to understand that the expression of human need very often takes place at a subconscious level. Maslow referred to needs as instincts. They are hard wired to such an extent that we are often completely unaware of them. We do not realize their influence over our actions.

Robert Collier had an uncanny ability to motivate with his letters, because he targeted the esteem needs so effectively. In today's society, the physiological, safety, and even the love & belonging needs are largely satisfied among a high percentage of the population, while the esteem needs are not.

People will go to incredible extremes to satisfy them.

The deepest & most powerful principle in human nature today is the craving to be appreciated.

Look carefully, & you'll see that it is the mother of all motivations. It is the motivation behind the motivation. Peel back the onion on all kinds of acts, and you'll see it, hiding, under the surface.

Yes it's true, John Dillinger robbed banks & killed innocent people, for the same reason that John D. Rockefeller donated millions to the building of a children's hospital in Peking China. They were both looking for a sense of importance.

This craving for appreciation is the reason people have affairs. It's why criminals commit crimes & politicians run for office. And **it makes people buy.**

Give people the promise of esteem, & watch your conversion rate soar!

Here's a list of the esteem HOT buttons!

External Esteem Needs			
Status	Glory	Attention	Appreciation
Fame	Recognition	Reputation	Dignity
Power	Position	Importance	Dominance

Internal Esteem Needs			
Achievement	Mastery	Independence	Freedom
Competence	Autonomy	Confidence	

Robert Collier pushed these hot buttons constantly in his letters. But did he come right out & say, “order this product, & your friends & family will appreciate you”, or, “order this product, and get your time & money freedom”? He was rarely so direct.

Let’s have a look at how he did it.

The letter at the beginning of this chapter starts with the phrase, “**Would you be good enough to do me a favor? I promise not to ask too much.**” Think for a minute, about how you feel when someone (assuming that someone is not someone you dislike) asks a favor of you. What’s the implication? Doesn’t it put you in a position of **power**?

You hold in your possession, something of value to someone else. You can share it, or withhold it. It’s up to you.

Now think about this. As a society, we reward helpful behavior don’t we? Therefore, people associate **appreciation** with being helpful. We like to help, provided, we are not taken advantage of. Do you see how subtly this letter plays with your esteem needs to pull you in?

But it doesn’t stop there.

Look at this statement.

“This year, a symposium is being conducted among the leading officials of Women's Clubs, to determine whether it would add measurably to the So & So's value to include an entirely new section - a "Who's Who Among Club Women", - giving a short biographical sketch with the offices you have held and all the outstanding **achievements** of your Club life.”

The whole marketing premise is carefully choreographed to feed the prospect’s esteem needs.

And how about this?

“Your Club Activities entitle you to representation in this exclusive section. Will you be good enough to give me your opinion of the value of a section?” The first sentence implies that the prospect would be viewed as a person of **status**, as a result of going along with whatever was asked. And the second sentence imparts a sense of **importance**. Have you ever noticed how much people love to offer their opinion, even though you haven’t asked for it?

And here, just before the closing, he signals his **appreciation** of the prospect’s opinion. These in turn further feeds the esteem needs of the individual.

“We shall greatly **appreciate** an expression of your opinion from you.

Do you think she’s feeling pretty darn good about herself by now?

If you walk away from this chapter with one thing, let it be this. Always be thinking about how you can use your online advertising copy to trigger emotions that are tied to the esteem needs of your market.

That’s what will get them to act!

Give your prospects appreciation & a sense of importance – & show them how your product does the same when they buy it!

Chapter 3

Will You Give Me a Little Information About Yourself - Just Your Height and Weight?

This letter appeals squarely to the reader’s sense of importance on no less than 6 separate occasions in the first several paragraphs. Subliminal flattery got Robert everywhere. He was a master of it.

Here Robert used a limited time offer, & built value on top value to make the price look inconsequential. You’ll see something used here that you rarely see today. It’s what’s known as “goods for inspection”. There are businesses using this very strategy online today to great effect. The prospect is offered the opportunity to take delivery of the goods on “trial” for a period of time without obligation.

Of course, this is like going to the local pet store with your kid, and taking a puppy dog home for the weekend to see how you like it. Once they tried the product out, there was no way it was going back.

All of these elements worked together to generate the sale

Here’s the letter.

The Letter

Dear Sir:

Will you give me a little information about yourself - just your height and weight?

I want to send you one of our famous "Rainproof" Coats (designed especially for substantial Business Men) for you to examine, free of charge; but I can't send one in your size without knowing your height and weight.

<http://www.SellingtoHumanNature.com>

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Over 36,000 Men-of-Affairs, in all parts of the country, wear these "Rainproof" Coats on rainy days. They are just the kind of coat EVERY well-dressed business man needs in the Spring and Fall, for they are really TWO COATS IN ONE - a perfect raincoat for stormy days and a well-appearing Topcoat for cold and windy days.

More than 36,000 keen business and professional men who have ordered "Rainproof" Coats during the past two years paid us prices varying from \$17.85 to \$23.50 for their coats.

NOW FOR ONE MONTH ONLY - WE ARE OFFERING THESE "RAINPROOF" COATS AT THE LOWEST PRICE AT WHICH THEY HAVE BEEN OFFERED IN THE TWO YEARS - \$16.65!

From Ohio, Mr. John Jones, Vice-President and Treasurer of Blank Cement Co., writes:

"I never got as much comfort and satisfaction out of any coat as I have from the "Rainproof". I had been looking for such a garment for years - a coat I could wear on all occasions and be proud of."

And this is just one out of hundreds of letters and telegrams that have come from men who have ordered these "Rainproof" Coats and been delightedly surprised with their fine style, great usefulness and good value.

Won't you fill in your height and weight on the enclosed postcard, and mail it to me? Then I can send you one of these famous "Rainproof" Coats - in your exact size by Parcel Post for a week's FREE TRIAL. You can examine the coat at your leisure, with no insisting clerks at your side, and WEAR IT A FULL WEEK FREE. If you don't think it is just the kind of coat you've always wanted, just fire it back at MY EXPENSE, and accept my thanks for the privilege of sending it to you.

But remember - this is the only month in which we are going to offer "Rainproof" Coats at the special "lowest-in-years" price of \$14.65!

Hadn't you better drop the postcard into the mail RIGHT NOW - while you can take advantage of this Special Offer?

<http://www.SellingtoHumanNature.com>

Differentiation Fundamental # 2

Will The Real Benefits Please Stand Up?

Most of your competitors don't get features, advantages, and benefits. It should come as no surprise. Most of them have never thought of their online advertising in the context of a sales presentation either.

The idea of benefit driven selling has been beaten into people's heads for decades. Why do so many continue to confine their efforts to features, & sometimes advantages, but seldom benefits? We assume, far too readily that a buyer can “see” the advantages & the benefits of a product or service, provided we tell them all about it's features. Many advertisers also utterly confuse advantages with benefits.

I could assume that you've been to sales training at some point in your life, but I won't. Even if you have, I'm willing to bet that you don't have the same definitions in your mind for these three slippery little concepts as the next guy who reads this. So I'm going to pay special attention to them, because the way you use them differentiates you.

So let's level set on what these little babies are. I want you to appreciate the distinctions. Here are the definitions, & a breakdown of examples from the above letter.

Features – The attributes of your product or service.

- ✓ TWO COATS IN ONE, A raincoat & a topcoat
- ✓ A Special Price

Advantages – What the attributes of your product or service do.

- ✓ Keeps you warm & dry
- ✓ Maintains your fashionable appearance

Benefits – How people feel when they have the advantages of your product or service.

- ✓ Substantial – implies you'll feel significant & important

- ✓ Well-Dressed – implies you’ll feel smart & stylish
- ✓ Keen – implies you’ll feel intense & enthusiastic
- ✓ Proud – implies you’ll feel respect for yourself
- ✓ Comfort & Satisfaction – implies you’ll feel comfortable & satisfied

All of us, as human beings are pre occupied with our own self-interests.

You really don’t have to look very far to see that this is true. The world is cluttered with marketers whose messaging is about them.

They talk about all of the features of their product, and the advantages of doing business with their company. Its just human nature to express ourselves this way when we’ve poured our lifeblood into the development of a product, or a business, isn’t it?

But features, and advantages, are not what motivate people.

Only benefits motivate!

Benefits are personal & emotional. Benefits trigger opiates in our brains. Think about this for a moment.

Does a possession, in & of itself, give you any personal satisfaction? Isn’t it the feelings that you anticipate as a result of having it, that give you joy?

Benefits are the motive power that grabs your prospect’s attention and moves her to action, while the features & advantages justify those feelings with logic. All three are important.

Using benefit-laden copy online will set you apart & ahead of your competition. The order in which features, advantages, and benefits are presented can further differentiate you. Consider leading with benefits, and backing into the features & advantages that support them, as Robert Collier often did. Again, this goes against the norm.

Benefits trigger positive buying emotions in your prospects by helping them to pursue pleasure or to avoid pain.

You must carefully consider the emotional impact of your advertising. Even the most serious of corporate decisions are routinely made on the basis of passion, and then justified by logic.

Human emotions typify human nature. They are timeless, & universal, but rarely consciously understood. Emotions are intrinsically tied to the perception of benefit that you create with your advertising. We’re going to look at some of the classical emotions, and analyze how Robert Collier used them.

Love	Hate	Guilt
Pride	Self Pity	Envy
Greed	Fear	Anxiety
Vanity	Anger	Jealousy
Narcissism	Joy	Sadness

Understanding emotions is in fact, quite difficult. Doing so is like trying to figure out what you look like without a mirror. You are trapped inside them.

The best & most useful definitions I have come across are contained in the work of Ian Heath. Heath psychoanalyzed himself over a period of several years, and wrote at length on his discoveries. His writings are intense & involved, but within them are the most lucid, accurate, and useful explanations of human emotion that I have come across.

Heath theorizes that the emotions, commonly referred to as feelings, are actually ideas about relationships associated with either positive or negative feelings. Each emotion therefore has what he refers to, as it’s binary or opposite. Here are some of those binary relationships.

Love – Hate
Jealousy – Narcissism
Guilt – Pride
Vanity – Self Pity
Anger – Fear

Many of the classical emotions are in fact composed of compound ideas, from which you can see the logic behind their binary relationships. For example,

Jealousy = Love + Self Pity
Narcissism = Love + Vanity
Guilt = Self Pity + Self Hate
Pride = Vanity + Hate

Jealousy (= self-pity + love)

In the self-pity mode, jealousy makes you a conformist. You seek recognition and approval from others. Only social achievements are valued & loneliness is easily experienced. Social ties are cemented by concepts of obligation and duty.

The love mode of jealousy inspires social involvement and a sense of caring. It encompasses all ways of making other people dependent on oneself, & results in paternalism in social relations.

Narcissism (= vanity + love)

Narcissism puts a gleam in your eyes: in love mode it is a gleam of joy, and in vanity mode, it is excitement.

In the vanity mode life is a drama! Heroism and romanticism are embraced. You want to help other people to help themselves, but do not impose your views on them. However, you are sensitive to ridicule.

In the love mode you feel especially good – life is exhilarating. You become self-absorbed, & want to dance & listen to your favorite music. You are benevolent, & do not pass judgments on anyone, preferring co-operation to competition.

TIP – You prospect is now in a buying mood!

Guilt (= self-pity + self-hate)

Guilt prevents you from seeing life as good, or worthwhile; it focuses you on your failures.

In self-pity mode life seems meaningless & motivation collapses. To survive, you embrace routine & authority, because without structure & support, life becomes unreal. You look for a confessor or a confidante.

Pride is often also used in a way that closely resembles vanity, in the classical sense. As in the pride that one takes in one's accomplishments.

The self-hate mode attacks your worth. You lack faith in your abilities. You wish you could forget the past, and start life over again.

Pride (= hatred of others + vanity)

Pride is characterized by negative thoughts about others. In vanity mode these thoughts reflect your sense of superiority, while in hate mode, they tend to be destructive.

In the hate mode you resent social constraints. You value your independence over social concepts & responsibilities. You prefer to be left alone, and belittle the achievements of others.

In the vanity mode you see things in absolutes. You have little tolerance or moderation to views that differ from your own. You cannot be wrong.

Love

Pure love, also known as mystic love, is much rarer than the other types of love. Whereas narcissism is love directed toward oneself, and jealousy is directed toward another person, love by itself has no object. It is just a flow of enchanting emotion toward everything.

This is how you feel in the beginning of a love relationship. The world is transformed into an enchanted wonderland. You have in fact fallen in love with the world, rather than your partner. Before long however, the magic disappears, & you fall back to earth, reverting to the more common jealous love of another person.

Hate

Hate by itself, like love, does not require an object to focus on. It is therefore actually quite rare, & commonly confused with feelings of guilt (hate directed toward oneself) & pride (hate directed toward an individual, or group of individuals).

Vanity

When you are experiencing vanity, you strive to give yourself importance, by the way you dress, or by your social status, or by your association. You desire fame & notoriety, to be a leader, & to go your own way in life. But you are sensitive to ridicule.

Self-pity

Self-pity, by itself is completely immobilizing & debilitating. Unlike its other more complex modes, you do not blame yourself (guilt), nor are you socially oriented (jealousy). In self-pity you deny responsibility.

Envy

Envy is not always easy to distinguish from jealousy. Envy seeks to destroy, while jealousy (love mode) seeks to control. Both of them are inclined to make you want to seek social company, but where jealousy has you involved, with envy you are an observer.

Motifs

Heath further defines emotions by their underlying unconscious concepts, which he describes as “motifs”.

The motif of guilt & pride is punishment.

Guilt is self-punishment

It implies “life is punishment”, or “I deserve punishment”.

Pride is punishment & humiliation of others

It implies “you are inferior to me”, or “I despise you & will punish you”.

The motif of jealousy & narcissism is responsibility

Jealousy is social responsibility

It implies “I need a reward (from those I love)”, or “I reward those I love”.

Narcissism is self-responsibility

It implies “I will do it my way”, or “I do not depend on anyone”.

The motif of vanity & self-pity is help

Self-pity implies “I need help”.

Vanity implies, “I do not need any help”.

The motif of anger & fear is domination

Anger implies, “I need to dominate other people”.

Fear implies, “The world is dominating me”.

The motif of love & hate is identity

Love implies, “I am the same as others”.

Hate implies, “I am different from others”.

The motif of envy & greed is the need to acquire importance

Envy implies “I can become important if I can get what you have”.

Greed implies “I can become important if I possess things”.

So how does all of this relate a “Rainproof” Coat? Let’s have a look.

Annotated Version

Dear Sir:

Will you give me a little information about yourself - just your height and weight?

I want to send you one of our famous "Rainproof" Coats (designed especially for substantial Business Men) for you to examine, free of charge; but I can't send one in your size without knowing your height and weight. *The prospect sees himself as one of these “substantial” business men. Should he not therefore have what befits him? Different emotions could be triggered by this suggestion in various individuals. Either **envy** (I can become important if I get what others have), or **pride** (you are inferior to me) could easily come into play.*

Over 36,000 Men-of-Affairs, in all parts of the country, wear these "Rainproof" Coats on rainy days. They are just the kind of coat EVERY well-dressed business man needs in the Spring and Fall, for they are really TWO COATS IN ONE - a perfect

raincoat for stormy days and a well-appearing Topcoat for cold and windy days. Do you see how the beginning of this paragraph could also spark **envy** (I can become important if I can get what “men of affairs” have) in the reader? Or what about **vanity** (I do not need any help)? Isn’t the thought of being “well dressed” & “well appearing” tied up with a person’s sense of power & independence?

More than 36,000 keen business and professional men who have ordered "Rainproof" Coats during the past two years paid us prices varying from \$17.85 to \$23.50 for their coats. Here he identifies those who would buy these coats as “keen”, meaning that they are intense & enthusiastic. These are the hallmarks of **narcissism** (I do not depend on anyone). It’s how you feel when you are “winning”. You are independent, confident, & excited.

NOW FOR ONE MONTH ONLY - WE ARE OFFERING THESE "RAINPROOF" COATS AT THE LOWEST PRICE AT WHICH THEY HAVE BEEN OFFERED IN THE TWO YEARS - \$16.65! Indicating that others have paid more for the same goods could instill feelings of **pride** (you are inferior to me) in certain individuals. They feel superior, having obtained the same goods at a better price. A special price will also appeal to **greed** (I can become important if I possess things) in some people.

From Ohio, Mr. John Jones, Vice-President and Treasurer of Blank Cement Co., writes: Having the same coat as someone of power & status appeals to **envy** (I can become important when I have what you have).

"I never got as much comfort and satisfaction out of any coat as I have from the "Rainproof". I had been looking for such a garment for years - a coat I could wear on all occasions and be proud of." Feelings of comfort & satisfaction are tied to the **jealous** (I need a reward from those I love) parental love of childhood, & pleasant memories of hearth & home.

And this is just one out of hundreds of letters and telegrams that have come from men who have ordered these "Rainproof" Coats and been delightfully surprised with their fine style, great usefulness and good value.

Won't you fill in your height and weight on the enclosed

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postcard, and mail it to me? Then I can send you one of these famous "Rainproof" Coats - in your exact size by Parcel Post for a week's FREE TRIAL. You can examine the coat at your leisure, with no insisting clerks at your side, and WEAR IT A FULL WEEK FREE. If you don't think it is just the kind of coat you've always wanted, just fire it back at MY EXPENSE, and accept my thanks for the privilege of sending it to you. **By saying that sending the coat represents a privilege to the sender, the implication is that the reader is someone of unusual importance. This appeals to their sense of *vanity* (I do not need any help).**

But remember - this is the only month in which we are going to offer "Rainproof" Coats at the special "lowest-in-years" price of \$16.65!

Hadn't you better drop the postcard into the mail RIGHT NOW - while you can take advantage of this Special Offer?



The Vanity Emotions Sell!



[Click Here To Download The Remaining Chapters!](#)

**You May Still Be Eligible To Collect 4
Complimentary Bonuses Valued At
\$297!**