

**Can You Really Mind-Manipulate Buyers Into Spending £000,000s? You Better Believe It!**

# **How To Make People Want to Make YOU Rich.**

**FEATURES ADVANCED PSYCHOLOGICAL MARKETING TECHNIQUES.  
THIS LETTER IS INTENDED FOR DIRECT MARKETERS WITH AN INTEREST IN  
DEVELOPING EXTREME REVENUES AND SALES ONLY.**

**CAUTION**

**REVENUES GENERATED USING TECHNIQUES REFERRED TO IN THIS LETTER MAY BE SIGNIFICANTLY GREATER THAN THOSE YOU  
HAVE ENCOUNTERED PREVIOUSLY. YOU ARE ADVISED TO MAKE APPROPRIATE ARRANGEMENTS WITH YOUR BANK.**

Dear Colleague,

Is your internet business already firing on all cylinders?

Is it pulling in more orders than you actually want?

Is the cash it's generating MORE than you have any use for?

**NO-ONE IN THEIR RIGHT MIND WOULD ANSWER “YES” TO ANY OF THESE QUESTIONS!!!!**

However well your business is performing, there's ALWAYS room to improve.

Sell smarter. Sell more.

Watch MORE money hit your bank account.

The key to doing this?

**BETTER MARKETING, of course!**

The more you know, the smarter you act, the faster you respond, the more seductive your pitch...the more the money comes powering in.

This is how businesses that were bringing in a few hundred pounds just a few months back are turned into CASH POWERHOUSES putting TENS OF THOUSANDS OF POUNDS into their owners' accounts EVERY MONTH!

**THE PROBLEM IS ... THE MOST HIGH-IMPACT ADVICE AND IDEAS ARE HARD TO FIND!**

As you recently purchased the 'Internet Millions Superclass' DVDs from us, you will already recognise that we spend a lot of time looking for material which gives top quality help, advice and explanations of how to make your business a success.

But the true experts in EFFECTIVE MARKETING are hard to find.

This is because while the majority of so-called 'marketing experts' just talk and write day after day, the people you would really want to learn from are busy every day making their own MILLIONS...and taking their own knocks along the way.

That's how they got to be rich.

**Doing just what you're doing.**

Getting out there and trying things out.

**THE DIFFERENCE BETWEEN 'WHAT YOU DO' AND 'HOW YOU DO IT'.**

One of the commonest mistakes people make when they're starting to build marketing-driven

businesses is to believe that if they 'follow a formula' or a 'plan', and do all the things it lists, then they will achieve the kind of astounding ££££-GENERATING results the plan talked about.

But the best marketers know that WHAT YOU DO is just one part of the story.

The thing that makes the difference between a tiny response, and a SIX FIGURE CASH RESPONSE hitting your account is HOW YOU DO IT.

Read these examples. You'll see what I mean.

**2 people each send off a letter applying for a job. One writes all about how much he needs the job. The other writes about how his skills and experience would benefit the company.**

They both wrote a letter...but only the second man got the job.

**Or the 2 young men at party who each spent 5 minutes talking to a young woman who had caught his eye?**

The first man used his 5 minutes to tell her about his car, his flat and his important job.

The second man used his 5 minutes to ask about her job, compliment her haircut and make her laugh with a self-mocking story which portrayed him, carefully, as kind and generous. Both men had 5 minutes with the woman...but it was the second man that walked away with her phone number.

You can see the point, right?

The thing that makes the crucial difference in landing the 'sale', in each case, is the content of the message and the way that it's put across.

The second man applying for the job understood that 'why' he needed a job was of no interest to the employer and would, in fact, just make him seem like a loser.

And he knew that by talking about his skills and how they would actually be of benefit to the employer, he would make himself appear capable and intelligent, as well as enthusiastic about that company

The second man trying to land the date with the woman understood that by showing an interest in her, rather than talking about himself, he would seem more sympathetic, friendly and...attractive.

IT'S THE SAME WITH DIRECT MARKETING.

**The tools you use give you the opportunity to bring in 6 FIGURE INCOMES... but it's the PSYCHOLOGY YOU USE when employing those tools that gets the money into your account.**

**Psychology. The secret weapon of ALL great marketers.**

Don't be afraid of the idea of psychology.

Although huge amounts of articles and papers are written about it every year, psychology is simply the study of how people think, and so how they behave.

So you can see right away why psychology is important if the MONEY IN YOUR BANK ACCOUNT depends on getting people to buy from you.

In fact, ANYONE AT ALL who is a good sales person will tell you that understanding your customers and the way they think is **A HUGE PART OF MAKING A SUCCESSFUL SALE** and maintaining a good relationship.

**As the great American advertising executive Bill Bernbach said: "Selling is all about persuasion...and persuasion is an art, not a science."**

**There Are 2 Multi-Millionaire Marketers Whose Wealth and Success Have Been Built on Their Brilliant Understanding of How Customers Think.**

**Put Them Together... and £££!!!**

One of the two is the genius British copywriter and internet marketing consultant Alan Forrest Smith. (You'll have come across Alan already when you watched the 'Internet Millionaires Superclass' DVDs.)

Alan spent twenty years of his life as a hairdresser before he discovered his unique and dynamic talent for understanding the way people think and turning that into sales letters, landing pages, emails and broad marketing strategies that could...**AND DID**...change his world.

It didn't take long for people to beat a path to his door for advice on **MAKING THEIR ONLINE BUSINESSES DELIVER SALE OF £10,000, £20,000...SOMETIMES AS MUCH AS £118,000 A MONTH!**

Now Alan is in demand around the world both as a marketing consultant...and an expert speaker.

**Does it surprise you?**

Wouldn't you like to hear from a man who showed one client how to make £53,000 in 7 days???

Couldn't you spare an hour for a man who produced a 2,300% sales increase for another client?

**Too right you could!**

What even one hour with Alan Forrest Smith could show you about how to **TURBO-BOOST** your sales **by understanding and using the psychology of how customers think** could be worth

OVER £1 MILLION TO YOU IN THE NEXT 3 YEARS!!!

**Work it out for yourself.**

Say you were currently making £100 a day from your internet business.

If Alan showed you how to increase that TEN FOLD (NOTHING LIKE AS AMBITIOUS AS THAT 2,300%), you'd bank more than £1,000,000 in the next 3 years!!!

**But Alan Forrest Smith is only one half of the key to psychological marketing success.**

The astonishing Australian copywriter, entrepreneur and multi-millionaire Brett McFall is the other Master-Psychologist turned expert internet marketing consultant who can show you better than anyone else alive how to persuade customers to spend their money with YOU no matter what.

McFall has been a copywriter for over 20 years. In that time he's written over 8000 ads and sales letters for companies large and small.

His understanding of what motivates buyers, how to attract their attention, how to engage AND KEEP their interest is phenomenal.

He's a true Professor of Human Nature, who knows exactly when and how to contact a sales prospect, what to offer up front and what to hold back, what to shout out loud in a headline and what to save for revealing later.

McFall famously specialises in showing businesses how to take the actual sales letters and adverts they're running now... and turn them on their heads to produce HUGE INCREASES in response and sales.

**Brett McFall and Alan Forrest Smith. Remember what I said earlier? Put Them Together... and £££!!**

Now. every business grows by piling on sales. And yours is no different.

Your sales depend on how well YOU can persuade the people you email, the people who read your ads or receive your sales letters, and the people you pull onto your landing pages, that they WANT what you're selling.

**WANT IT!!!**

It's not enough to tell them ABOUT it.

It's not even enough to persuade them they NEED it.

To make sale after sale after sale and watch £££ THOUSANDS every month rolling into your account, you need to use the kind of customer psychology that Alan Forrest Smith and Brett McFall use.

## **How ON EARTH Did You Come to Miss This?**

Some months ago, Alan Forrest Smith and Brett McFall came together to mastermind one of the most valuable weekend workshops EVER conducted.

It was put together especially for people desperate to drive their direct marketing sales to the next DREAM-COME-TRUE level.

People like you, who have a good understanding of how direct marketing works, but who wanted to generate 5-FIGURE REVENUES month after month by adding the Magic of the Marketing Masters to their letters, emails and landing pages.

In fact...to every aspect of their campaigns.

The workshop took place over an entire weekend with **EVERY ATTENDEE** paying '**A FORTUNE**' to be present. (I have been asked not to reveal the actual ticket price, but believe me...it makes you stop and think!)

After the event, it was impossible to find ANYONE, even people who'd flown in from Australia, who didn't think the money they'd paid had been **A BARGAIN** for what they'd learned.

**"I thought I knew a lot. But Alan and Brett McFall are unstoppable."**

**"I'd have paid the price of my seat just to be there till coffee on the first morning."**

**"I lost count of how many times they explained a better way to do something we'd been doing a worse way ...and missing sales because of...for months."**

## **Wouldn't YOU like to know what Alan Forrest Smith and Brett McFall were telling the people behind those closed doors?**

An entire weekend of tips.

2 complete days of insight and **PROVEN EXPERIENCE** of psychological selling techniques that **BRING IN THE CASH!!!**

48 hours to listen, ask, learn and digest.

In total... a 2 day **FAST TRACK** to the **PSYCHOLOGICAL APPROACH TO MARKETING** that makes the difference between having a business...and having a fortune.

**Now. Get Ready For Something Amazing. And FREE!!!**

I'm not about to waste your time.

I KNOW that you'd like to know what McFall and Forrest Smith revealed in their amazing 2 day workshop.

So I'll tell you.

Just because you missed out on the chance to hear this blueprint for MAGA SALES SUCCESS yourself, doesn't mean you shouldn't know exactly WHAT YOU MISSED!

## **You ready? You don't want to miss it AGAIN!!!!**

They talked about a LOT of things.

2 whole days worth.

They talked about 'communicating with your list' which is, as you know, absolutely crucial to your marketing.

Alan talked in depth about using the MINDSET of the buyer to shape the way you write your letters, the approach, the headlines...even the way you format how they look.

They talked about what the '2 types' of advertising are, and explained about 'perceived value' and its power to **POUR** money into your account.

They looked at the psychological power of 'pain and pleasure' and explained how you can use these to **MANIPULATE** your buyers into parting with their money.

Then they revealed **7 ways to increase the response of an ad**, the secrets of using 'editorial visual styling' and how to write the kind of powerful Guarantee that WILL make a staggering difference to sales on its own.

## **Sounds like it might have been worth hearing, huh?**

Next they talked some more about the psychology and mindset of writing ads and headlines, and how to get into the mind of the buyer.

They went through actual case studies to help everyone understand EXACTLY what had been done and how.

They even offered some 'secret rules' for writing the kind of headlines that turn readers into buyers spending £££ with you.

Then they looked at sales letters, and how to write the kind that bring £££THOUSANDS and £££THOUSANDS pouring in every month.

They explained how sales letters are used by the most successful marketers in the world, and how so much research has been done on what works and what doesn't that it's possible to use almost FOOLPROOF formulas to write them.

Again...they used a whole pile of examples to make sure that EVERYONE IN THAT ROOM

really understood what they were talking about.

## **If you could go back in time a few months and book to hear this for yourself, you would, right?**

You'd be crazy not to.

Even at the significant price of attending that weekend workshop...you'd be learning proven psychological techniques that would earn you TENS OR HUNDREDS OF THOUSANDS OF POUNDS in the future. Possibly even MILLIONS!!!

## **Read on for more of what you missed!**

The next thing Alan Forrest Smith and Brett McFall talked about was working the mindset of 'what your buyers want' into building your offers.

They explained about using bonus products which leave the potential buyer desperate to order. And they explained about just how powerful Guarantees are in reassuring your buyers that they can't be making a mistake.

**They even explained the psychology behind the best 'Guarantee secret' of all.**

How long should your Guarantee last for? Think it doesn't matter??? Think again!

## **By this time, people at the workshop were dumbstruck!**

Forrest Smith and McFall then held an interactive discussion with everyone present, about ways of generating marketing/sales ideas and of using these to drive REAL SALES in your business.

They showed their audience how the techniques of ad and sales letter writing translate to the internet for landing pages and for using Google and other search engines.

Alan explained carefully about the psychology of web users, what they look for and how they behave when online.

## **This is truly amazing stuff.**

He explained exactly WHY HE operates online, and then gave everyone some simple rules for writing FORTUNE MAKING internet marketing copy.

They discussed how to use and build up opt-in lists, as well as how to use affiliate programmes to build your own personal army of sales people.

## **This sounds good, right? Well keep on reading.**

I'm going to tell you the last few things which the people who attended this MIND-BLOWING weekend workshop discovered...and then I'll show you how YOU STILL HAVE THE CHANCE TO BENEFIT!

Because you can still see and hear EVERYTHING Brett Mcfall and Alan Forrest Smith revealed during this workshop FOR YOURSELF!!!

### **First though, back to the workshop.**

Having explained the massively successful thinking behind his approach to marketing online, Alan and Brett McFall encouraged everyone to look a little ‘down the line’ and revealed a good deal about more advanced strategies to use once your business is running successfully.

### **Maybe this is the position YOU are in now?**

They talked about their methods of combining video marketing with advanced psychology.

They demonstrated how to use video, how to ‘come across’ on it and the psychology behind presenting yourself to customers as an expert.

They showed everyone how this related to them, and how they could use this themselves to build business. They explained about the exciting and HIGHLY PROFITABLE area of ‘personalised coaching’ and how to use this as a sales tool creating a 2-3 times better conversion rate.

They looked at audio CDs and the psychology of ‘experts’ talking and how to use this in your marketing.

### **By this time, you could hear a pin drop.**

**Everyone in the room was BURSTING with ideas for applying their new psychology-based strategies to their own businesses.**

JUST AS YOU WILL BE.

### **I’ll tell you how in a moment, so please keep reading.**

Brett and Alan then talked about advanced technology which they use EVERY DAY to track and monitor every variable within their campaigns, and AUTOMATICALLY favour those performing best.

Even better than simply talk about it...they revealed precisely what technology they use, and how you can find it and to put it to work to make your own HUGE CASH INCOMES.

Before they wound up the weekend, Brett and Alan threw open the workshop for a question and answer session, giving their roomful of internet direct marketers (people in the same position as you) a fantastic opportunity to get answers to anything they were still unsure of.

The very last thing to come out of this UNBELIEVABLE workshop was Alan and Brett’s gift of the 3 questions YOU need to ask to find YOUR Unique Selling Point (your USP)...the thing about YOUR BUSINESS that sticks in the minds of customers as DIFFERENT and BETTER .

### **“Brett and Alan showed me how to make people WANT to spend money**

**with me.”**

**“In one weekend...I learned more than in the 2 years of my online business.”**

**“Was it worth flying half way around the world? Hell, yeah!”**

Now I would NOT take up your time to tell you all about something YOU'D MISSED unless I had a way of putting things right.

And... like I said earlier...there is STILL a chance for you to benefit from the fantastic psychological selling insight of Alan Forrest Smith and Brett McFall's weekend workshop.

## **One Weekend.**

# **Packed Onto 8 Incredible DVDs.**

'Psycho Selling Internet Superclass' is the most extraordinary business information product we have yet been able to offer to our customers.

I am offering it to you first, in a 'Priority Partner' **Special Offer** mailing, because you have already purchased 'Internet Millions Superclass'.

'Psycho Selling Internet Superclass' contains ALL KEY TIPS, ADVICE, INSIGHTS AND IDEAS from the 2 DAYS of Alan Forrest Smith and Brett McFall's workshop, packed onto 8 FULL LENGTH DVDs.

Not only can you BE THERE for the whole 2 DAYS for a fraction of the cost of a seat at the actual workshop...but you can study at your own pace...and go back to check details for yourself time after time.

You'll be rewatching these DVDs for the next idea, while the MONEY is pouring into your bank account faster than you thought possible.

**What would £12,400 a month look like if you were previously taking £2,100???**

**How would £20,770 a month feel where you were doing £3,100 just 3 months earlier???**

These are PRECISELY the kind of sales successes you can make for yourself based on what you'll discover in the 'Psycho Selling Internet Superclass' DVDs.

And, as you have previously purchased 'Internet Millions Superclass', I'm pleased to include you in our 'Priority Partner' SPECIAL OFFER.

The Recommended Selling Price of the 8 DVD set 'Psycho Selling Internet Superclass' is £995 + VAT + P&P.

But if you take up your chance to ORDER TODAY as part of the 'Priority Partner' SPECIAL OFFER, we'll send you the complete 8 DVD set at the **SPECIAL OFFER PRICE of £699 + VAT INCLUDING P&P.**

**SAVE 30% OFF RRP**  
**ORDER THE INCREDIBLE 8 DVD SET**  
**'PSYCHO**  
**SELLING**  
**INTERNET SUPERCLASS'**  
**WITH PSYCHOLOGICAL SELLING MASTERMINDS**  
**ALAN FORREST SMITH**  
**and BRETT McFALL**  
**AT THE**  
**'PRIORITY PARTNER' SPECIAL OFFER PRICE OF**  
**£699 + VAT INCLUDING P&P**  
**AND SAVE OVER £295 !!!**

**Even at FULL PRICE, 'Psycho Selling Internet Superclass' is fantastic value.**

The knowledge and understanding about manipulating and exploiting the mindset of your customers which you'll get from Alan Forrest Smith and Brett McFall can be worth TENS OF THOUSANDS OF POUNDS EVERY MONTH in action in your business.

So even at the full RRP of £995, 'Psycho Selling Internet Superclass' would be astonishing value.

Less than ONE THOUSAND pounds...to earn TENS OF THOUSANDS of pounds EACH MONTH!

**That's why the 'Priority Partner' Special Offer is too good to miss.**

Remember, if you take advantage of this Offer, you'll receive the whole set of 8 DVDs to watch, study and get great, sales-soaring ideas from, for just £699 + VAT including P&P...a whopping value saving of 30% !!!!

What's more, I'm so confident you'll appreciate the real value of 'Psycho Selling Internet Superclass' as soon as you start to watch, that I will GUARANTEE your money back 100 percent!

**100% Money-Back Guarantee**

If within 60 Days you find 'Psycho Selling Internet Superclass' to be in any way defective, please return it to us complete with its packaging, and Market Direct Limited will refund the money you have paid for it in full.

There are 3 ways for you to order 'Psycho Selling Internet Superclass'.

Choose whichever is easiest for you.

Order online from our website at

**[www.marketdirect.co.uk/order.html](http://www.marketdirect.co.uk/order.html)**

Phone or fax your order through to us on

**0845 000000**

Or fill in the enclosed

**Order Card**

and post it to us in the reply paid envelope.

Whichever way you order, we'll get your copy of 'Psycho Selling Internet Superclass' in the post to you within 24 hours.

**And not only that! Be one of the first 60 orders we receive,  
and we'll include the High Value, 4 CD set  
'The Secrets of Dan Lok' ... ABSOLUTELY FREE!**

With his famous ‘Insiders’ club’, Dan Lok is an internet marketing legend in his own right.

This 4 CD audio set contains 54 tracks and lasts for OVER 3 AND A HALF HOURS.

In it, Lok gives a huge amount of high-value tips to supercharge your website and your sales.

Think you’re getting the maximum revenues out of your existing customers? Wait till you’ve listened to Dan Lok.

Think you’re getting as much for your products as you could?

Think your site is put together to give it the best chance of closing sales?

Reckon you make as much as you could from upselling your customers?

Are you certain you wouldn’t like REGULAR MONTHLY INCOMES from having a continuity programmes as part of your offer?

Do you use ‘downselling’? (Do you know what it is????)

Think you make best use of visuals and audio on your sites and in your emails?

**Don’t be sure till you’ve listened to Dan Lok!**

And what about copywriting?

One of these CDs is packed entirely with Dan Lok’s tips and guidance on copywriting. "People hate to be sold", says Dan, "but love to buy". Think you know all there is to know about copywriting? Are you sure???

What do you think happens to the people who DON’T buy from your site?

Say 2% of your visitors buy off you... where do the other 98% go? More important... how do you get to them and turn them back into sales?

You reckon you already know all of this?

**Don’t be sure till you’ve listened to Dan Lok!**

Order ‘Psycho Selling Internet Superclass’ TODAY at the ‘Priority Partner’ Special Offer price of £699 + VAT including postage and, if you’re one of the first 60 orders we receive, I’ll include this 4 CD set, which has its own RRP of £79.95 ABSOLUTELY FREE!

Just as with ‘Psycho Selling Internet Superclass’, the ideas and knowledge you’ll gain from ‘The Secrets of Dan Lok’ could help you to add first THOUSANDS, and then TENS OF THOUSANDS of pounds to your incomes...every month!

ORDER THE INCREDIBLE 8 DVD SET

# 'PSYCHO SELLING INTERNET SUPERCLASS'

WITH PSYCHOLOGICAL SELLING MASTERMINDS

ALAN FORREST SMITH  
and BRETT McFALL

AT THE

'PRIORITY PARTNER' SPECIAL OFFER

30% SAVING PRICE OF

£699 + VAT INCLUDING P&P

AND ALSO RECEIVE 4 CD SET

## 'THE SECRETS OF DAN LOK'

(RECOMMENDED PRICE £79.99)

# ABSOLUTELY FREE

It's Marketing Direct's mission to track down DVDs, CDs and reports which can make a real difference to your business and help boost the money that hits your account each month.

With 'Psycho Selling Internet Superclass' I **KNOW** we have really done our job.

I'm pleased to have found such a great package, whose content has already proven itself so powerful and valuable to internet marketers like you!

I'm even more delighted that we've been able to drive such a hard bargain with the publishers of the set that we're able to offer it to you now at such an amazing value price.

**You were unable to be at the actual workshop.**

Please, please don't miss out NOW on the opportunity to share the invaluable knowledge that was on offer.

Best of luck, and sincere regards,

**CONFIDENTIAL**

**Managing Director**

**Market Direct**

**PS.** We've already promised to send you the Dan Lok 4 CD set if you're one of the first 60 orders we receive.

But I have a supply of newly published copies of a printed, 40 page internet marketing report which I think is **FANTASTIC** for every internet marketer.

The report deals with BIG psychological selling issues like 'How to prove your product is a bargain', understanding how 'the heart dictates the head' when customers make a decision to buy, and lots of others.

**It takes an evening to read. But the knowledge you get from it will have extra £££s landing in your account for years to come!**

The report has a recommended price of £29.99, But when we send out your copy of 'Psycho Selling Internet Superclass', I'll send you a copy of this **ABSOLUTELY FREE**, too!

That means you get the 8 DVD 'Psycho Selling Internet Superclass' **PLUS** the 4 CD 'The Secrets of Dan Lok' **PLUS** the 40 page printed Internet Marketing Report...all for £699 + VAT.

**PPS.** Very last thing. Please remember our Guarantee. Market Direct Limited is a UK Limited Company. If 'Psycho Selling Internet Superclass' fails to live up to our description, or is in any way defective, we'll give you back your money!