



Brian Kurtz



Watch on

This is a video testimonial from top copywriter Craig Celemens. You can see it here —> <https://titansofdirectresponse.com>

Two days' worth of the most powerful, profitable direct marketing principles, strategies, and immediately useful tactics — this will change your business and your life... Deeper benefit, this isn't business changing, it's lifechanging.

Get the recordings NOW from what Dan Kennedy called "THE Event of the Decade" ... Great proof. Kennedy is a king to the target market.

The Titans of Direct Response

"Titans" is a strong, powerful word from Greek mythology. "Clash of the Titans". Perhaps similar to Clayton Makepeace's preference for using biblical words. The effect is Visceral.

This Is Your Chance To Be A "Fly on the Wall" For This Historic Event - Today's greatest direct marketing entrepreneurs and copywriting legends came together for the FIRST and LAST time to reveal their most powerful business-building secrets...

Now you can enjoy every presentation from the comfort of your home or office - with original bonus materials totaling over 1,000 printed pages PLUS more than 8 hours of

audio content, all pure direct marketing gold!

Click Here To Get Your Titans DVDs

Straight into a Call to Action. For a \$2,000 product this might feel premature. But I remember there being a lot of buzz about this event at the time. So I wonder if the copywriter is expecting lots of pent up demand from those who heard about the event but couldn't make it for whatever reason. These folks are ALREADY sold. So you want to make it easy for them to buy...



Get today's most powerful thinking from these Titans of Direct Response... Who came together for the first — and likely last — time under one roof... To share their go-to strategies for building a financially- and personally-rewarding, multi-million dollar direct response business TODAY...

When selling events, who's speaking does a lot of the heavy-lifting. These guys are celebrities and like the copy says, getting all in one room is some undertaking. So you want to put that front and center. I already know Kennedy, Bencivenga, etc. and I know what they have to share is going to be incredibly valuable.



Dan Kennedy

Famous for his NO B.S. books and newsletters influencing one million business owners every year. Legendary direct marketing strategist and one of the highest paid copywriters, with fees upwards from



Gary Bencivenga

Hailed as "America's Best Copywriter." Only spoke publicly one time, at his own retirement seminar. Vowed never to speak again. The Titans of Direct Response is his first and only exception...



Greg Renker

Guthy|Renker co-founder. Once a DRTV pioneer, now a world-leading direct response titan, known for brands like Proactiv, Principal Secret, and Tony Robbins' Personal Power.



Jay Abraham

He's created \$9.4 billion in bottom line growth for clients and has 15,000 success stories across 465 different industries. One of America's foremost business thinkers.

\$75,000 plus royalties.



Ken McCarthy

The bridge between "old school" direct response and "new school" online marketing. For over 20 years, his trainings like the System Seminar have been THE top place to go to get an Internet marketing education.



Perry Marshall

The engineer-turned-marketer who "cracked the code" on Google AdWords and Facebook advertising, Perry is also the new go-to guy on applying the 80/20 Rule in sales and marketing.



Joe Sugarman

The man who sold over 20 million BluBlockers Sunglasses by mail order and that just scratches the surface. Pioneer in every selling media for over four decades.



Fred Catona

Direct response radio titan who helped grow Priceline.com to \$20 billion valuation in 18 months. Also behind radio success of Disney Online and Free Credit Report.com, among others.

PLUS...

Today's "Mount Rushmore of Titan Copywriters"... "A-List" writers responsible for more than 628 million pieces of profitable direct mail since 1995.



Eric Betuel



David L. Deutsch



Arthur Johnson



**Parris
Lampropoulos**

AND... My own personal mastermind group who I turn to whenever I need help making my most important marketing and business decisions... Each a direct response Titan of their field...



Michael Fishman



Jim Kwik



Ryan Lee

For two days in September — in Stamford, Connecticut — these Titans came together and revealed...

**The Most Powerful Direct Response Principles, Strategies,
And Up-To-The-Minute Tactics YOU Can Use Immediately
To Sell More, Profit More, and
Build a Titan-Level Direct Response Business...
(These Lessons Apply in *Any* Media, in *Any* Market...)**

From the desk of Brian Kurtz

Dear Business Builder,

Credibility... Most people reading this have probably heard of Kurtz.

In my 34 years in direct response — as an avid learner and seminar-goer — I've never before seen a lineup like you see above. And I don't really expect to see another like it again.

But it's not so much the WHO that matters. Rather, it's WHAT was covered that could completely transform your career, your business, your life...

For any serious, sophisticated direct marketer or business owner, you know as much as I do: *we live and die by results.*

This paragraph calls out who this is for, "serious and sophisticated" marketers and entrepreneurs.



Note in the opening paragraph, Kurtz says he's an avid seminar goer and learning... implanting the idea early that the best of the best still invest in ongoing education (so maybe you should, too!)

**If You Want To Succeed In Direct Marketing,
You Have To Do More of What Works,
And Less Of What Doesn't...**

It's simple enough, but it's profound... Sure, we can test. And any direct response marketer worth their salt is an avid tester. No matter what business we're in, or what media we use.

But entire tests can be won by knowing in advance, "Do this, not that."

- **If you're a business owner, knowing what works leads to substantially less marketing waste, and bigger winners with your hits...** With that, a business that runs better, gives you more income, and leaves you with more free time to enjoy your good fortune in whatever way you please...
- **If you're a marketer, this means more wins on your scorecard...** Leading you to faster promotions, bigger opportunities, and the ability to write your own ticket...
- **And if you're a copywriter, bigger winners are your keys to the kingdom...** Leading to fat royalty checks, your choice of A-list direct marketing clientele, and a reputation as a "god" of direct marketing...

All these benefits end by answering "So what!?"

Example, you get more sales... So what? ... so you have more free time... freedom to choose clients... become a legend...

Deeper benefit stuff. "More income" is a feature, what does it really mean to your reader?

In fact, it's not a stretch to say...

Each of These Titans of Direct Response Has Made Their Career AND Personal Fortune By Creating Winning Campaigns...

And it's not really an accident...

This copywriter likes the word "avid".

As a matter of habit, these Titans have all become avid lifetime students of the world's best direct marketing. Always looking at the best-of-the-best and thinking...

"What has this incredible marketer done that I could use in my next campaign?"

And...

"What *haven't* they done that I could use to do even better?"

Through the years, this study has led to each and every one of these Titans having

such a storehouse incredible marketing wisdom that they could go into almost any business, in any industry, and immediately create profitable marketing campaigns that would boost profits by substantial volumes.

And consistently, each of these Titans will tell you something else...

They're Not Self-Made... They ALL Stand on the Shoulders of Giants!

Here's the loop back to that opening line, what do the best of the best all have in common? They're avid learners!

Every Titan — from Dan Kennedy to Gary Bencivenga to Greg Renker to Jay Abraham, and all the others (me too!)— learned from others.

They each discovered tremendous amounts of "do this, not that" wisdom by sitting at the feet of their own teachers, soaking up every bit of marketing wisdom that was offered.

And while each would go on to apply it in their own unique way, it was only because they were building on what came before that they were able to ascend to such great heights...

Today, A NEW Generation of Titans Is Being Born...

Handling the objection of these Titans being has beens. What would these old-timers know about running a Facebook campaign?

I was blown away at The Titans of Direct Response event...

Before the event, I'd been accused of simply stoking the embers of an "old boys club." Some suggested Titans was the last hurrah of an aging generation of direct mail experts. (Never mind the fact that the Titans collectively are responsible — TODAY — for well over \$1 billion per year in revenue in nearly every media you can imagine.)

It was clear from who was in attendance that this was *anything* but. YES, there were many of my old "direct mail" friends — including many who are running online operations in the tens of millions of dollars, some \$100 million or more.

But there was also many younger marketers, recognizing that the timeless principles and strategies of world-class direct response marketing can be adapted to apply to ANY media.

The youngest marketer in attendance, less than 20 years old. Many, in their 20s,

30s, and 40s. A good balance of women and men. Countries represented from every corner of the globe.

All, coming together, in one room...

Recognizing that by learning from the Titans of today, discovering the "do this, not that" truths of direct marketing... **This very simple promise is repeated often... "do this, not that".**

You, Too, Can Become a Titan — And Enjoy the Success and Fortune That Comes With It...

It was only under a very special set of circumstances that I was able to bring these Titans together for the first and last time, at a single event...

And it's unlikely to happen again — at least until the NEXT generation of direct response Titans...

USP. This is a once-in-a-lifetime happening.

But even if you weren't in attendance, you haven't missed out completely...

Because the Titan-level direct response marketing and business-building wisdom that was shared was recorded, edited, and packaged together in an exclusive 12-DVD set.

I challenged them to bring their best-of-the-best— befitting this once-in-a-lifetime event... Much of what was shared from the stage at The Titans of Direct Response had *never been revealed before*... And hasn't been revealed since!

And now YOU are going to have the opportunity to enjoy, take in, and profit from each of the Titans' presentations — from the comfort of your home or office...

Now YOU Can Stand On The Shoulders of These Giants...

Taking full advantage of all the "do this, not that" direct response strategies, principles, and tactics they shared...

And yet... I won't even ask you to wait for the DVDs to start profiting from the most powerful lessons shared on stage at The Titans of Direct Response.

Just by reading this letter, you'll discover

Just by reading this letter, you'll discover...

- ✓ Dan Kennedy's single-biggest buying trigger he hides in ALL copy he writes to boost response and profits...
- ✓ How A-List copywriters "tinker" with clients' products to create irresistible copy hooks and multiply response....
- ✓ The most powerful mental "hack" Gary Bencivenga has discovered in 40 years of research — can be used to be more productive, write better copy, and achieve your biggest goals...

And more, all revealed below...

Read On, And You'll Get These Direct Marketing Secrets to Creating Bigger Winners, More Often...

Bribing the reader to keep reading because the more you read, the more likely you are to buy.

Of course, those of you who are serious students of the craft may recognize this lesson. If you'll allow me to be a little transparent here...

- ➔ Gary Bencivenga, one of the most successful copywriters ever, is well known for packing his sales copy with useful information. For many years, it was his secret "control-beating" weapon. (Now it's pretty much a bare minimum requirement for getting a control.) Gary would pack his magalogs, bookalogs, and other promotions full of valuable little tidbits, lessons, and flat-out giveaways that made you want to keep reading. All the way through the sales process, he'd keep delivering value!

This is brilliant. It really speaks to the reader, a direct response junkie. Either I know this and feel smart for knowing it (and know Kurtz is smart for knowing it, too), or I don't know it and now I've learned a valuable takeaway about marketing. As the copywriter says above, it's transparent which is very powerful in copy and under utilized. Sometimes, it's good to just say something like, "Why am I selling this? Well, first of all I want your money!"

I'm getting a little bit ahead of myself here, because I'm not ready to introduce Gary's presentation yet. And I certainly don't claim to write copy like Gary — he's one of a kind!

But I'm going to do my best to be a good student of Gary, and share at least one big takeaway from each Titan here in my letter about the DVDs.

And I'll start with my kick-off presentation setting the stage for "The Event of The

How to Achieve Titan-Level Success!

Before reading the below, I bet this is going to reinforce the idea of learning, standing on the shoulder of giants (or Titans). This is the core belief the copywriter needs to keep reinforcing, you have to invest in learning to be the best. So buying these DVDs is a NO-BRAINER!

I've spent 34 years in this business, helping build one of the world's top direct response publishers to \$150 million in annual revenue.

I've seen too many marketers come and go — careers, profits, and businesses flare up and fizzle out (sometimes ending in deep financial despair).

And I've seen a few who've endured as long as my career. Folks who used direct marketing to not only build their personal fortunes, but do amazing things. Connect with, meet, and work alongside some of the world's most brilliant and influential people. To invent and create a life of abundance for themselves far beyond most folks' wildest hopes and dreams.

Personally, I've dined with world leaders, industry transformers, Nobel Prize winners, and yes, the greats of direct response marketing. I hesitate to list them because I will just as surely offend those omitted as honor those I include.

I've become a leader in our field. And connected with many of the greats — not just as colleagues, but as personal friends.

And when I decided I wanted to do the impossible — bring all these greats together under one roof, one time only, to share their secrets...

I managed to get all these Titans to say yes!

(Including folks who have turned down "blank check" speaking offers.)

This wasn't an accident.

➔ For the last 34 years, I've lived my life and built my career on the premise that it's better to give than to get. That it's better to be generous in business and life than to always come out on top.

Okay, I was wrong! Brian's secret is to overdeliver (the title of his book). Watch if he comes back to this idea in the close, when it's time to ask for your money is he going to loop back to this philosophy of unrelenting generosity?

Has it ever come back to bite me? Sure. But by giving 100% and expecting nothing in return, I've been able to get pretty much everything I ever wanted from life, and a whole lot more.

This isn't just "self-help" — it's a marketing principle to apply in offers, a business principle for negotiations, a life principle to be used every day.

Throughout my opening address at Titans, I shared real-life stories of how to apply this lesson in your life and business.)

But that's just the beginning, because in my presentation you'll also discover...

- ✓ **Why helping your competitors get rich may be the single-best way to succeed in business...**
- ✓ The "one-pitch" method... Mariano Rivera — the best closer in baseball — reveals unexpected lessons for business...
- ✓ Dead, bloody moose on the conference room table reveals: How to make any meeting more productive...
- ✓ **Demonstration: Fast, easy way to overcome objections** works in almost any selling situation...
- ✓ The "experience" secret — why some people spin their wheels for their entire career... And how YOU can set yourself on the certain path to becoming a Titan (of ANYTHING!)...
- ✓ **How to get everything you want by giving away all your best...** (In helping competitors, to clients, to the public, in marketing... everywhere!)
- ✓ The "Vince Lombardi" secret you can use to be a better boss, now — and make your team play like Super Bowl champions...
- ✓ **Football parable reveals the master key to becoming an untouchable champion...** How Jerry Rice embarrassed my friend, former NFL safety Bo Eason, at 49ers training camp (and every other player on the field) — plus the one sentence "excuse" Rice gave for his behavior that revealed how he became "the best player in the history of football"...
- ✓ **Bust this popular "happiness" myth and you'll be more content with your life than everyone you know...** (A lesson from a Unitarian minister — first revealed in a 1932 book on Education)
- ✓ **How to make friends with Nobel Prize winners (and other amazing people)...**
- ✓ THINNK — "There is no no" — achieving impossible goals is suddenly

- ▼ possible using this simple saying (the right way)...
- ✓ **Sherlock Holmes most valuable quality (NOT exceptional intelligence) that you can steal — NOW —** catapults you to copywriting, marketing, and total business success...
- ✓ A simple formula: Dream + Optimism + Measurement = Direct Marketing Success... (Don't overlook this because it's "fluffy" — discover how it was applied to generate OVER \$300,000 PER DAY in direct response revenue!)
- ✓ **How to generate unlimited POWERFUL, PROFITABLE ideas...**
- ✓ The simplest way to get the essence of every important book you'd love to read (but don't have the time to) in minutes instead of hours...
- ✓ **Tiny, pointless things that make all the difference for making millions in direct response...**
- ✓ How to use the secrets of "Consequential Thinking" to boost response to your next direct mail effort (or your next PLF product launch, or VSL, or infomercial, or...)
- ✓ The secret to eliminating objections (before they occur)...
- ✓ **"Logic Lines" — this simple test determines if your copy is dead in the water** (if you can ask one simple question, you can stop failing copy before it mails — also works for other ideas in business)...
- ✓ **Attract success by being "dumb"** — or, how to use people smarter than you to build your business...
- ✓ **A simple formula for surrounding yourself with the smartest, most successful, most amazing people you could ever hope to (or not even hope to) know...**
- ✓ Why Mentors Matter — can you become a Titan at anything without standing on the shoulders of other Titans? Maybe... But I wouldn't risk it! (Here's what kind of mentor you should be paying the most attention to...)
- ▲ The Rear Admiral whose life was saved by telling him to get a colonoscopy —

- ✓ NOT a joke — the lesson in this story was the secret to gaining over 4 million HAPPY customers...
- ✓ Are you a "life-saver"? This greater mission approach to business attracts success, fast...
- ✓ Stupid little things that save lives (and how these can be used to make the world's best copywriters — or anyone else — fall in love with you)...
- ✓ **Try this if you're having trouble getting clients, customers, contacts, or friends to respond to your emails** — works especially well for PROSPECTS...
- ✓ "Life is long" — a handful of lessons from these three simple words (for business success AND a happy life)...

These bullets are great. Even if you're quickly scanning them, it feels like Brian's talk is packed with valuable insights. And that's just one talk.

And yet, of course this was just the first presentation of a two-day conference...

Up next...

Dan Kennedy Reveals The (Secret) SUPER-Psychology Of Direct Response...

Dan's spoken to marketers of every level of sophistication. From folks who've never heard the term "direct response" all the way up to, well, the Titans audience.

Dan himself was blown away by the high-level, sophisticated direct response marketers who came together for this event. And he knew he had to deliver some of the most advanced concepts and hidden secrets that have gone into his most successful (\$50-million-plus) copy and marketing campaigns...



It will all start with an exclusive SAMPLE BOOK of Dan's work, created only for this presentation, and this audience. **This has only ever been shared with Titans attendees — but I've also arranged for YOU to get a copy with the DVDs.** This book includes ads, sales letters, VSL scripts, and

get a copy with the DVD. This book includes ads, sales letters, VCR scripts, and more — each worth between \$1 million and \$50 million to the clients...

This sample book is a companion to Dan's first-ever (and likely last) presentation on what he calls **The (Secret) SUPER-Psychology of Direct Response**.

Here's this idea again... first and last time this is happening.

With over 40 years in the business himself, Dan's been around this racetrack a few times. And yet, he's still innovating and coming up with new insights and new perspectives on how to create bigger, more profitable promotions each time out of the gates.

In Dan's Words... Here's What He Put Together For This EXCLUSIVE Presentation:

Dan is fond of using this typewriter font and the copy below certainly reads like him, so this is a nice touch for all the Dan Kennedy fanboys and fangirls reading this, of which there are many... Dan is the most famous speaker at this, that's why he's featured first (after Brian who organized the event). It's that copywriting lesson of putting your biggest benefit first, in this case, the biggest benefit is the biggest speaker. For some rabid fans, everyone else is kind of irrelevant. I don't mean in a rude way... it's like going to a music festival purely because your favorite band is headlining.

- 7 insights into the imbedded commands and behavioral triggers that the most powerful direct-response advertising, copy themes and offers connect to, at a primal level — that I take care to place in every pitch or presentation I craft. These are my 'guiding lights' somewhat akin to Ogilvy's lanterns.

- Even top pros in direct-response at least overlook or neglect using this Super-Psychology in whole or part... Many may not even be fully aware of it and how it works.

- I would challenge even the most experienced, most successful, wealthiest marketer, marketing company CEO, or top tier copywriter in attendance to honestly say he exits this discussion without a new, sharper, clearer, deeper viewpoint on creating maximum response to apply in practical ways to existent and future advertising. (For example: "unbeatable," existent controls can be challenged with one or more of these seven Super-Psychology concepts.) This is great. It shows how confident Dan is in his wisdom.

- I have never before crystallized, condensed, and shared this with any but a handful of top, private clients or peers. It does not exist in recorded or published form."

Scarcity.

My Biggest Takeaway from Dan:

my Biggest Takeaway from Dan. Instantly Increase the Selling Power of Your Copy With "Dark Arts" Persuasion...

One of the most fundamental premises of Dan's presentation was on a clear distinction between weak copy and copy that can generate millions of dollars in sales.

In short, beginning copywriters — and copywriters who never progress — get stuck in "by the rules" copy that superficially follows all the recommendations from folks like Caples, Schwab, and others.

And yet this "beginner" approach can completely miss the mark if it doesn't touch on the dark, suppressed, often hidden emotional factors that make people buy (or not).

Note that true to his word, Brain is giving away a secret for you right here in the sales letter. This is basically the idea of the deeper benefit, "what's REALLY in it for me?" A powerful way to level-up your copy for sure.

For example, one of Dan's favorite ways to increase sales is to tap into our almost universal desire to escape, to find greener pastures, to be somewhere or someone else.

He explained how in selling to business owners, he sells business reinvention over improvement. While ultimately he may deliver a way for the business owner to increase profits, they're far less interested in that than, for example, having a business that runs itself and allows them to take vacations without checking in nine times a day on what's going on back in the shop.

And escape was just one of the 7 "Dark Arts" desires Dan covered. His presentation was packed full of these examples — referencingspecific "swipe file" copy examples in the sample book you'll get with the DVDs.

I've taken a ton of notes on some of the other items Dan covered, and as you watch the DVDs you'll want to be on the lookout for these...

Assuming the sale.
Not, IF you buy the DVDs.
WHEN you buy the DVDs.

- ✓ **Howard Stern's offensive opening comment at Joan Rivers' memorial service** (Dan was there) — and how to use its lesson to get instant attention for your selling message...
- ✓ Why Dan doesn't think so much about "writing copy" — what he thinks about instead when clients pay him upwards of \$100,000 to write a sales letter...
- ✓ **The "Auto Mechanic" trap that keeps most copywriters — hired gun or writing for your own business — from ever getting any good at writing copy** (this also applies to marketers)...

- ✓ 5 "default" marketing approaches that shout HACK and ROOKIE from a mile away — they may work okay for newbies, but rely on them too much and you'll put a glass ceiling on your success...
- ✓ **Fill in the blanks, become a master salesperson in print:** "The dominant thing that affects successful influence is 'Have we tapped into the _____ of the _____ we're attempting to persuade?'"
- ✓ **4 Guiding Principles for tapping into The (Secret) SUPER-Psychology of Direct Response...**
- ✓ How customers and prospects NORMALLY act — what you do about this can kill the sale instantly, or spur massive buying action...
- ✓ **Muggers and copywriters get the same reaction from prospects** — how you handle it (or don't) could double or triple response...
- ✓ The ONLY 2 kinds of sales copy that exist...
- ✓ **How to decide whether or not you should MANIPULATE prospects in your advertising** — a simple test...
- ✓ If Dan Kennedy had to wager his house on an ad's performance, here's what he'd put into it...
- ✓ The "boxes" approach for what every SUCCESSFUL direct response ad must contain...
- ✓ **Yin-yang wisdom in copywriting — the only way to use dark emotions in your copy to actually drive response** (instead of leaving your reader in a whimpering pile on their kitchen floor)...
- ✓ **Pornos, condoms, and empty whiskey bottles** — would you go this far to sell? (True story!)
- ✓ **Dirty politics — the obvious copywriting lesson ignored by most** (gets instant reader buy-in!)
- ✓ Real life example: The hidden buying motivations behind Disney World's "Private Guide" service... Luxury is the weakest appeal, and NOT the secret to

this \$2,400 per day Disney upsell...

- ✓ **SEX at Disney World?! YES!** How Disney taps the lizard brain (without the kids noticing), and how you can apply this principle...
- ✓ The "Mink Coat" test to understand what your prospects really want...
- ✓ **Write this down: "One of the goals of great copy is to AGITATE..."** But just wait until you hear Dan reveal HOW to do it!
- ✓ **Why selling improvement NEVER works as well as hoped — the "Farmer Sam" story reveals secret desire of everyone who ever hoped for a little change** (and how to use it in copy)...
- ✓ **Specific, swipe-ready "stealth" examples of negative emotion in copy** — how to trigger powerful negative emotions WITHOUT getting caught by leery, skeptical prospects...
- ✓ "The male version of the padded bra" — an ad that's worked since the Civil War, and why it works so well...
- ✓ **If your copy lacks feeling, here's where you're failing — simple "do this, not that" could turn rookie copy pro, practically overnight...**
- ✓ How to sell a product nobody wants, and won't admit they need (even more powerful if your product holds some inherent appeal)...
- ✓ If you have salespeople (who can't sell, or who sell inconsistently), do this to maximize their closing ratio...
- ✓ **Secrets A-list copywriters don't want you to know** (ESPECIALLY if you're a rookie writer going head-to-head with them to "beat the control")...
- ✓ Why "normal and customary behavior" is your greatest enemy — specific examples for beating it in every piece of copy you send out...
- ✓ **Dan's favorite negative emotion — "Do you leave your pet at home alone all day in a quiet, empty, unstimulating, depressingly lonely house?"** The most common answer to this question reveals a HUGE marketing lesson (and sells truckloads of robot cat toys!)

- ✓ "Behind the scenes" tour of Dan Kennedy's headline writing process, applied to Proactiv (reveals how to instantly access powerful buying emotions)...
- ✓ How to trigger biochemical reactions in your prospect's brain — this stimulates reactionary buying behavior...
- ✓ Why "normal and customary behavior" is your greatest enemy — specific examples for beating it in every piece of copy you send out...
- ✓ **"My kids hate me because I spend too much time at work!"** Simple copy strategy transmutes guilt into profits...
- ✓ "Man or Mouse" copy secret makes your reader practically argue with you to ALLOW THEM to GIVE YOU MONEY!
- ✓ **How to use your prospect's worst enemy to get them to buy from you** (this sneaky positioning strategy works again and again and again)...
- ✓ **A template approach to bypass the universal objection of "Yeah, but will it work for ME?"**
- ✓ A RENEGADE approach to instantly tell your reader (without telling them) "You and me are on the same side..."
- ✓ **Stupid things people do because of greed** — how to use the same motivation to get them to do things that are good for them (like buying your product)...
- ✓ If you think your prospect is "too sophisticated for that," think again...
(PROOF!)
- ✓ **Case Study: How to sell \$50 million worth of Iowa Real Estate to a Silicon Valley tech mogul — by mail, with cheap, schlocky, ugly advertising...**
- ✓ Convert non-interested non-prospects into rabid buyers with a "progressive sequence of agreement" — simple, repeatable method revealed...

✓ A rare, intimate — dare I say, “soft” — moment from Dan Kennedy...

After Dan, the one panel I wanted to make sure was featured at Titans — a group very important to me personally...

"Mount Rushmore of Titan Copywriters" Reveals the Proven Secrets to Creating **\$1 Billion in Sales with Direct Mail!**

Together, these writers have been responsible for a conservatively-estimated 628 million "control" pieces of profitable direct mail since 1995 (and more before that!)... These are the top current copywriters I've worked directly with, and among the very best A-list copywriters living today.

Again, these guys are known in the industry. I don't think any go out of their way to market themselves as gurus, so their reputation precedes them. Many of the world's best copywriters are too busy writing copy to teach, so getting these guys to crawl out of their office for a sitdown is another big coup for Kurtz.



Eric Betuel



David L. Deutsch



Arthur Johnson



**Parris
Lampropoulos**

On the DVDs, you'll get to sit down with us as I grill these writers on how A-list copywriters think and work and beat each other's controls (and what you need to do if you want to knock them off the "control" throne). You'll discover their secrets to "sales multiplied" ad copy that mails profitably to millions, even tens of millions of households...

➔ And here's a fascinating fact: between everyone on stage, this panel represents WELL OVER \$1 BILLION in sales generated through direct mail (one \$39 product at a time)!

Every time I sit down and talk with one of these writers, or watch them break down something they've written, or critique someone else's work, I get a deeper understanding into what makes buyers tick.

understanding into what makes buyers tick...

And how to generate maximum response with your sales copy!

And so I pulled that out through dialog with them, there on stage at Titans. We dissected their thinking. Showing YOU how to immediately apply it to revamp and re-energize your current promotions, plus amplify the selling power of everything you write in the future.

(Or use it to simply recognize good copy from the writers you hire, and provide feedback that will make it great! There was much talk not only about how to BE a great copywriter, but also how to HIRE and work with great copywriters.)

IF YOU'RE MOSTLY AN "ONLINE" MARKETER:

Well, this will be especially valuable for you. I have a saying that "\$1 per thousand marketing deserves \$500 per thousand thinking." (And another that "single-channel marketing is so boring" — but I'll hold off on that for later!)

If you're spending something like \$1 per 1000 names on your email list to get your message delivered, it doesn't mean you should accept just any weak pitch that you can cobble together. Even if you can eke out a profit at marginal response rates, you're eroding trust and decreasing the value and future responsiveness of your list.

When you apply the proven selling principles used by the A-list, best writers of \$500+ per thousand direct mail, you'll immediately increase your sales and profits. Your customers will love you more, and stick with you longer. You'll be able to profitably acquire leads and reach new markets that your lazier (or less astute) competitors won't. And you'll be able to build your business into a Titan of your industry.

And it will all start by listening to our "Mount Rushmore."

HUGE Takeaway from This "Mount Rushmore" Group of A-List Copywriters...

These copywriters are research fiends. They know that ONE good piece of research they can share with a reader can be the difference between getting twice the response of the current control, or half it.

And so frequently, in the course of research, they'd find something that wasn't in the editorial. Maybe it'd been cut in their client's editing process. Maybe it was something the editors just hadn't found yet. The critical point is that they found it OUTSIDE the product itself.

➔ **But because this little proof point was so incredibly powerful, they'd grab the phone and call our editors, and almost shout into the phone, "YOU HAVE TO LET ME INCLUDE THIS IN THE COPY!"**

And so — through product edits, bonus reports, or some other delivery mechanism — the editors and copywriters would find a way to deliver this delicious, juicy, response-getting tidbit...

By knowing what people will respond to — and finding a way to get it included in the offer — these copywriters give themselves a HUGE advantage over the copywriters that won't take these drastic measures.

Parris Lampropoulos refers to this as, "Don't leave your best material on the cutting room floor." He's well known for getting controls around this concept.

Gene Schwartz was ALSO known for this — in fact, he'd write an ad first, based on all the juiciest material he could dig up, then put together the editorial to suit. (The similarity is NOT an accident.)

This is just one of the incredible lessons you'll pick up from listening to the "Mount Rushmore" panel. Others include...

- ✓ Response-getting secrets of the most successful copywriter you've never heard of...
- ✓ **Why finding a client or friend who disagrees with everything you do will make you a better copywriter...**
- ✓ Really simple "perspective trick" from top copywriter reveals exactly what voice to use in your next promotion to get an instant emotional connection...
- ✓ **If you want to make \$1 million or more next year as a copywriter, quit calling yourself a copywriter — here's what to call yourself instead...**
- ▲ On the irrelevance of media — how a direct mail only copywriter used the

- ✓ exact same skills and techniques to generate over \$200 million in sales with TV infomercials, direct mail, and internet advertising...
- ✓ **How to say anything you want or anything you think will sell in advertising...** (Of course, you can't break the law — but this was one of Gene Schwartz's biggest secrets to writing incredible ads with "pick up the phone right now" irresistible promises.)
- ✓ **Lawyers: don't let them run (or destroy!) your business.** Secrets to dealing with attorneys and avoiding (unnecessary, inane, and downright dumb) "profit-suck" revisions to your most powerful copy...
- ✓ Case Study: How to make a losing infomercial into a direct mail control.
- ✓ **"Vibrator" secret reveals how powerful your copy is at stimulating your reader** — way of testing copy and knowing if it will be a winner, before showing it to a single prospect...
- ✓ **Copy reviews and editing: how copywriters self-sabotage by missing their copy's flaws,** and the 2-second trick that gives you instant clarity on if your copy is good or not...
- ✓ **How to write copy 2 to 10X as good, almost immediately...** (Comes from biggest reason amateur copywriters fail by going pro.)
- ✓ **Throw out your copies of Caples, Schwab, Hopkins, Schwartz, and every other book on copywriting** — how a fit of frustration could turn you into an even better copywriter...
- ✓ **How to read your prospect's mind to predict what they will (and won't) respond to** — hidden power discovered in old advertising book...
- ✓ **The only time copywriters should ignore deadlines** (important to remember for copywriters AND clients)...
- ✓ **Hiring top copywriters?** Critical rules that will maximize the profits from the work they give you...
- ✓ **3 instances where copywriters need to give in to client editing demands...** Aside from this, "hands off for higher profits!"

- ✓ **NEVER write headlines first...** (Do this instead. Leads to more powerful, easier to write headlines.)
- ✓ **Henry Kissinger, 900 bullets, and "ruthless" copywriting** — even a B-level copywriter who does THIS has a chance at writing A-level copy...
- ✓ **"The Iceberg Effect" and believable copy** — this is why Parris Lampropoulos, a health copywriter, was my second phone call after getting diagnosed with prostate cancer...
- ✓ **The most powerful way to use mundane, irrelevant details from your product to boost sales...** (If these copywriters did it with one sentence about saran wrap... And another time with a sentence about farts... YOU can certainly pull it off!)
- ✓ **The 2 most important things a top copywriter is looking at before taking on your project...** (The 2nd is the expected "greed" answer, but did you guess the 1st right?)
- ✓ **When to fight with clients (and when not to)** — this makes both copywriters AND clients more money...
- ✓ **Clients: send this to your copywriter with your advance payment,** and they'll write more profitable copy, faster...
- ✓ **Swipe Files: Why one of the world's top copywriters has a tiny swipe file, and why another has a huge one...** (Plus, how to use ANY good copy to internalize the secrets of maximum-response copywriting... And NO, it's NOT copying it by hand.)
- ✓ **6 best books for aspiring A-list copywriters to read...** And only ONE is on advertising, marketing, copywriting, business...
- ✓ **When you should "make shit up" to add selling power to your copy** — and other tips to including more interesting points in your copy and beat the control...
- ✓ **"Take 'em to the circus, show them something they've never seen before, and take them on a ride they're going to love."** This is one of the maxims of one of the world's best copywriters — here's how to apply it with every promotion you write (including in the DESIGN).

- ✓ **How clients can make more sexy products for copywriters to sell.** This not only contains the secret for more profits, it's how to create a dopamine surge in your customer's brain and make your marketing literally addictive to read.

And Then...
**A Moment the Direct Response World
Thought Would Never Happen...**
Gary Bencivenga Speaks... **Again!**

Just in case you're one of the tiny fraction of the direct response world who doesn't recognize what a momentous occasion this is, here's a quick background.

Nearly every A-list direct response copywriter today tells their own version of this story: Once they hit the big leagues in this business, they recognized one copywriter whose copy was head and shoulders above the rest: Gary Bencivenga. When they opened the mailbox, they'd go twitterpated if there was a new piece of Gary's copy in there. And they'd spend the next month dissecting every line, every word, to TRY to capture his brilliance.



As A-list copywriter Doug D'Anna has put it...

"If a copywriter beats the control one out of four times, you've got a really good copywriter. If he beats it two out of four times, you've got a great copywriter. If he beats it seven out of eight times, you've got Gary Bencivenga."

I was fortunate to work directly with Gary on many of his most famous, successful promotions. Once he got the control for my company's flagship product, he didn't give it up until retirement.

Gary was, in fact, on my ORIGINAL "Mount Rushmore of Copywriters." He, Jim Rutz, Mel Martin, and Gene Schwartz would have rounded out the panel of writers who built our publishing company from zero to over \$100 million. Today's "Mount Rushmore" all speak of Gary with extreme reverence.

➔ **Gary famously NEVER shared his methods, except in hints to clients who'd**

- ✓ pay him at least \$25,000 per project plus royalties (he was the FIRST to charge royalties).
- ➔ **He gave ONE interview, as he retired** — with Ken McCarthy, another Titan who spoke at this event. And this was only ever made available to Ken's private System Club students. (But thanks to Ken and Gary's generosity, YOU get a complimentary copy of that 4-CD recording with your DVDs — more info below!)
- ➔ **And then he put on ONE seminar.** The only one he ever spoke at. It was his retirement send-off party. It was one of the few once-in-a-lifetime events I've ever attended. It was sold out at \$5,000 per seat, and DVDs have only ever been made available at \$5,000 per set.
- ➔ **Then Gary took a vow of silence.** He would never present at another marketing seminar, or teach copywriting, ever again.

In fact, I was starting to put together the event that would become Titans. I was trying to decide what to do for this year's event. And when I proposed a workshop featuring him, he politely declined.

But then word spread among his friends — the other A-list copywriters who spoke at Titans — what a big deal this event was becoming.

And so—at the 11th hour—Gary approached me and said, "I wouldn't do this for anyone else, but you can count me in."

I count Gary as a close friend and confidant. He worked closely with both me and my personal business mentor, as we built our company. (They were two peas in a pod — with a shared marketing tenacity that made them, and our business, totally unstoppable.)

And it was because of that close personal relationship and long-time partnership in business, that Gary made his FIRST and probably FINAL exception to his "vow of silence" for this event...

Gary was a silent assassin on any control. He loved the financial rewards, of course. (The royalties from just ONE mailing — that mailed over 100-million pieces — bought his oceanfront home in the Hamptons.)

However, it was winning that mattered most to him. He spent his entire career with this one question in his mind: "What is the secret to winning consistently against the best copywriters in the business?" And because of the system he developed — The Bencivenga Persuasion Equation® — he reached a point where he'd win 85% of the time, almost no matter whose copy he was competing with.

Gary Would Even Go So Far as to Beat The Pants Off His Own Controls!

In the mid-1990s, Gary had the latest control for our flagship newsletter. It was a gimmicky survey piece bringing in an off-the-charts response on a "bill-me" offer. But the pay-up was low, so he wanted to do better.

Gary took a complete 180-degree turn, and tested brand new copy, in a brand new format. A "bookalog" called "The Little Black Book of Secrets." (You will also get a copy of this — see below.)

He did it again!

Before we could bring in another A-list copywriter to beat Gary, he'd beaten himself. It got to the point that many times out, we'd just hire Gary again to beat his own control — it was our best bet for finding an even bigger winner.

As you can imagine, getting inside Gary's mind is a rare treat. That's why we're so fortunate that...

Gary Broke His Vow of Silence to Share... Brand-New Content!

... And it's only available — now or ever — on these DVDs.

Gary understandably chose NOT to repeat the content he shared at his Bencivenga 100 retirement seminar. Condensing those two magical days into 60 minutes would never do it justice. And besides, there are a few copies of those DVDs still available, if you're serious about learning his methods.

Rather, Gary looked back on his life and career to identify those core principles that made him one of the greatest minds in marketing... Generating \$100s of millions in sales for our company and his other clients. He called it, "How Your Life Is Going to Change in the Next 60 Minutes."

One of My Most Powerful Takeaways: The Inner Game of The World's Best Copywriter...

Maybe contrary to what many would assume, Gary spent very little time focusing on the techniques of copywriting. Yes, he'd read Scientific Advertising every year, and has a substantial library of sales and marketing resources.

And yet, far more important to Gary was his thinking.

He knew if he didn't have his thinking right on a project, it wouldn't be successful. No matter how hard he tried to apply all the other tools of his trade.

→ **One little thing Gary would do every day (and still does!) was something he called "bookending your day."**

At the very end of each day, Gary spends maybe 10 quiet minutes going through what tomorrow will bring.

Especially, his most important project to tackle. If he's working on headlines, he implores his subconscious to start working on the headlines while he sleeps. If he's looking for a good idea, or a new way to present something old or ordinary, he'll ask that of his subconscious.

By spending those 10 minutes, he activates certain powers of his mind to do that work for him while he sleeps. And sure enough, by asking, he receives.

And then, for the other bookend, he starts each day with an "hour of power." This is where he focuses for an hour in the morning — preferably the first — on the most important thing to be done for the day.

Don't underestimate these techniques. Gary has spent his entire life investigating the human mind — and how you can tap into its powers to become more successful with less effort. His unparalleled success in direct response is a testament to this lifetime of study.

In his presentation, he dug even deeper into how to tap into the greatest powers of your mind, to achieve greater business and life success. Plus, he pulled back the curtain to reveal some of his inner workings on consistently writing control-beating copy, including his famous teachings on The Bencivenga Persuasion Equation®

Here's some of the other gems Gary revealed...

- ✓ **How you can dream bigger and achieve more in your life than you ever imagined possible** — starting right now.
- ✓ **How Gary used these exact principles** to rise from mediocrity to success as a copywriter.

- ✓ **The 8 habits** of super successful marketers, copywriters, and entrepreneurs.
- ✓ **The 12 most powerful secrets of High Probability Marketing.** Why settle for a gambler's odds when you can win consistently like "the house" always does? Here are Gary's 12 simple secrets for shifting the laws of probability dramatically in your favor on every campaign.
- ✓ **How to "reverse engineer" monster breakthroughs.** Discover how much easier it is to create big winners when you start by focusing on the **end result** you want, and then work backwards to create it. This is Gary's all-time favorite secret for hitting marketing home runs.
- ✓ **The three factors Gary looks for in the perfect headline or subject line.**
- ✓ **Gary's favorite online marketing gold mine.** Yours for the taking—millions of dollars' worth of actual test results from current campaigns showing which subject lines are pulling best ... as well as which colors, graphic elements, website tweaks, copy points, calls to action, etc. are winning in A/B split tests.
- ✓ **The #1 secret of the legendary John Caples** (one of Gary's mentors) for boosting response. This secret is almost universally overlooked, even by top marketers and copywriters. Apply it to your subject lines and headlines and watch your conversion rates soar.
- ✓ **How to put your subconscious mind on "auto pilot"** to write more compelling copy, create best-selling products, and expand your business geometrically.
- ✓ **How to become one of the three most in-demand copywriters** in your field. (Don't aim to be "the best," just in the top three. Here's why.)
- ✓ **The simple 9-part "preflight" checklist** that will tell you whether a piece of copy is strong or weak before you run it. Instantly reveals—to expert or novice alike—where copy falls short and where you must strengthen it.
- ✓ **A fascinating, totally counterintuitive new discovery in the psychology of persuasion** guaranteed to increase your response.
- ✓ **True Story:** The time Gary made me cry in public...

- ✓ **The most powerful capability built in to every human brain** — how to tap yours achieve "impossible" things (this made Gary the world's best copywriter)...
- ✓ **"Traveler" secret to setting goals that work** — reveals the easiest, most common way people mess up goals... (And especially New Year's Resolutions!)
- ✓ **More fallacies of failed goal-setters: the "one goal" method to achieving success...** If you've set goals for your health, relationships, family, hobbies, and business, you're undercutting your potential...
- ✓ **Babies, binkies, and beating the control** — what you knew from the moment you were out of your mother's womb about how to write constantly better copy (and win the game of life)...
- ✓ **This imagination trick makes willpower irrelevant in getting anything you want**, achieving anything you want, being whoever you want to be... (It's also a fundamental of how to get prospects to respond to your copy in droves.)
- ✓ **The most important lesson Gary learned working under John Caples, David Ogilvy, and Dan Rosenthal** — simple observation led to how to climb to the summit of direct response, Gary got it, proved its lesson, now wants to share with you...
- ✓ **Want to be known as "The Control Beater"?** Take this simple lesson from Gary, get instant clarity...
- ✓ **Tune your brain to instantly identify big ideas for your ads, sales letters, and promotions...** This is how to tap into an unlimited stream of control-smashing, profit-boosting ideas!
- ✓ **Gary's favorite reading material for becoming a better copywriter...** How many of these books have you read in the last 12 months?
- ✓ **The secret to demonstrating incredibly high value...** Translated from America's most successful trial lawyer, the man who never lost a criminal case, and who lost only ONE civil case in his career.
- ✓ **"Reverse clairvoyance" technique — similar to The Secret, but it really works...** Gary would use this to write better bullets, beat more controls, and

get more response on every ad he wrote... (Gary would even get his clients to use this to create even stronger packages!)

- ✓ **Aristotle's automatic success technique...** (Gary insists this is more powerful than headlines and offers for copywriters and marketers.)
- ✓ **How to multi-task successfully...**
- ✓ **Simple rule to strengthen any brand...** Works for products, also works for people and service providers (especially copywriters)....
- ✓ **The only audience worth writing your advertising to...** When John Caples was working at BBDO, they used the Pareto Principle and this to be one of the most successful direct response agencies ever to grace Madison Avenue — and Gary's early time there most certainly influenced his great career...
- ✓ **Proven method for getting your customers to pick your best headlines, premium titles, product names for you...** (Takes 100% of the guesswork out of finding the runaway winner!)
- ✓ **"The Bencivenga Persuasion Equation ®"** revealed... An immediately-actionable executive summary of Gary's system for identifying consistently control-beating copy (previously ONLY ever revealed at Gary's "Bencivenga 100" \$5,000-per-person retirement seminar)...
- ✓ **Gary's most painful "beat the control" loss** — and the final lesson it taught him that made him perhaps the world's most unbeatable direct response copywriter ever...
- ✓ **How to get instant attention for your sales message (especially on the internet)...** This method for cutting through the clutter is the #1 secret for getting your sales message read, watched, whatever — discovered in a 1947 book on selling...
- ✓ **5 most common objections you must overcome to make the sale...** These apply selling in any market, using any media, for any business... No master salesperson or A-level copywriter exists on the planet who is not able to overcome all five objections.
- ✓ **Feedback on copy: who should you listen to, and who should you ignore?** This can make clients unhappy, but it will almost always make them more money. (Especially important for the "long copy vs. short copy"

argument!)

- ✓ **Japanese secret reveals why you should FORGET 98% of what you hear on these DVDs...** Gary explains how this, above all else, will make you unstoppable... *This is an interesting bullet... I think I get what the copywriter is trying to say, but what he's actually saying is 98% of what's on these DVDs is useless.*

Gary is one of my own dearest friends and personal mentors. I don't make an important business decision without consulting Gary, or at the very least asking "What would Gary do?"

Before he agreed to come out, I already considered this a "once-in-a-lifetime" event. Certainly the best marketing-related event of the decade. And yet I knew... The best would be even better with Gary. With his 11th-hour choice to come out for Titans, there was nothing that could make this a more special occasion.

While you may have missed being there in person, you'll want to grab the DVDs to make sure you get every word of what Gary shared from stage.

Before I get to the next speaker...

Another BONUS GIFT You'll Get with the DVDs!

Greatest Hits of Direct Mail **Library of Direct Mail Control Packages...**

While I'm on the topic of some of the top copywriters to have ever worked with the big direct mail companies, you may notice a few names that perhaps should be mentioned... Folks like **Clayton Makepeace, Jim Rutz, Jim Punkre, Mel Martin, Gene Schwartz,** and others...

All legends... Titans...

Among the best copywriters to have ever walked the planet. And all folks I've paid top dollar for to help grow our business... Knowing that an investment of \$25,000, \$50,000, even \$100,000 in getting a single direct mail piece written could come back 10X or even 100X over, when it became a winner.

➔ **Over the last few decades we amassed a library of some of these copywriters' greatest work...** As PROVEN in the marketplace, by response generated.

And for the first time ever — for The Titans of Direct Response event — we dug into the archives. We uncovered a treasure trove from our "Mount Rushmore of Copywriters" featured at the event and on the DVDs... PLUS Gary Bencivenga... PLUS the superstars listed above.

We pulled out just about every control package we can find that mailed profitably to AT LEAST 1 million names... Many in the 10s of millions... Together, a total of over 1 billion pieces of profitable direct mail.

Studying great copy is the single-most valuable thing you can do if you want to make millions in this business. This is the work of the masters.

One of the most consistent things the best copywriters I've ever worked with did to become master closers in print is to hand-copy great sales letters and promotions, to absorb their selling secrets on a subconscious level.

When you request your copies of the DVDs, you'll ALSO get two books of these controls, printed out for a lifetime of reference and true hands-on study...

That's 800 pages of the most powerful direct mail ever written.

This is going to look like great value when you get it in the mail... a big chunky binder.

Plus, you get added commentary on each promotion, with the inside story on how it worked and the biggest takeaway lessons you can get from it. Stick these on the bookshelf closest to your desk, and they'll be a reference for life.

This collection alone is enough to elevate your game to the highest level.

And it's yours at no additional cost, with the DVDs. (And — aside from being given to Titans attendees — has never been available anywhere else, at any price.)

After Gary's talk, you'll hear from...

The Founding Father and Original Titan of Internet Marketing: Ken McCarthy

I know this sounds like hyperbole. But Ken actually put on the very first internet marketing seminar, in Silicon Valley, in 1994 — just as the Netscape browser was launching and the "visual" internet was being born.

He then went on, in the 2000s, to create The System Seminar. Today, nearly every so-called "guru" of internet marketing was either a System grad, or learned their chops secondhand from one of Ken's students.



Ken's annual System training was the "Mecca" of internet marketing — and ALL the greats I know of in direct response were there at least one time, if not year after year.

Ken seldom speaks anymore. He has a small group of grads who he's still serving to this day, years after the last System training. To talk to him for an hour, you're going to write a \$2,000 check.

But as you watch the DVDs from The Titans of Direct Response, you'll hear Ken break down exactly how to apply the proven model of The System today. (It works as well as it ever has.) This is critical insight when social media, mobile, and so many other new distractions are competing for your marketing resources.

My Biggest Takeaway from Ken: The Worst Way to Achieve Lasting Internet Marketing Success Is...

Ken has never been one to chase the latest and greatest, the newest, the "shiny objects." When he discovered what worked — that internet marketing profits was nothing more than qualified traffic and consistent conversions — he stuck with it.

That's why so many HUGE internet marketing successes today can point back to Ken as their original teacher of how to be successful online.

And yet, Ken has also watched internet marketers and business builders commit far more disappointing failures than successes in his 20+ years in internet marketing (a number almost nobody can match!). Too often, he's observed those failures stem from one thing. Fads. Or using today's catch phrase, "Fear of missing out."

You'll hear Ken's straight talk. How to evaluate opportunity — and how to ignore shiny objects. (Using a really simple approach — once you understand it, you'll never forget it.)

Any good investor knows that if you lose 50% on an investment, you have to make 100% on your next one to be back at breakeven. The same principle applies in business. Success can be as much about avoiding traps as anything else. And Ken reveals the best way to avoid the trappings of internet marketing "shiny objects"...

In his words...

➔ "The things that lead to great accomplishment are not sexy or glamorous, so they're rarely practiced, rarely taught, and therefore rarely learned."

And when you set aside that lust for the sexiest tactic or new (social) media opportunity today... And decide you really want to make money with internet marketing using what will generate maximum profits in minimum time (with a hat tip to Gary Halbert)... You can follow the rest of what Ken shared...

- ✓ **Rat-infested apartments** — and Ken's wake up call to the incredible money-making power of direct response....
- ✓ **How to achieve 7 years' experience in online marketing in just 1...**
- ✓ **The most powerful internet success secrets of a Silicon Valley direct response consultant...** Make more money, save money, avoid catastrophes, and have more fun!
- ✓ **Twitter secrets:** how to connect with your industry's top influencers (even if you're a "nobody")...
- ✓ **Be creative like Steve Jobs** — 5 word secret to creativity makes "blank page" syndrome go away and leads to breakthroughs like iPhone, iPad, and other life-changing products...
- ✓ **"Money" trappings rich people are afraid to tell you,** but that you must

- ▼ know before you amass any substantial wealth (to avoid losing it as fast as you make it)...
- ✓ **3 "Usain Bolt" success secrets...** What it takes to win gold medals on the track, in business...
- ✓ **Ken's college roommate became an internationally-famous musician...** Critical lessons on what to do BEFORE you're a big success to ensure you make it big...
- ✓ **"Build your _____ to build your stature"** — this is a huge wake-up call for freelancers, consultants, and other independent business people (very important for our industry)...
- ✓ **How to deal with techs when setting up your website** (and how to know when to fire them)...
- ✓ **Beautiful websites:** Ken's lesson (based on 20-years' testing experience) reveals web design principles that convert...
- ✓ **Robert Collier internet secrets...** What a copywriter from the Great Depression (who taught Gary Halbert the famous "Dollar Bill Letter") revealed about what to put on your website if you really want it to make sales...
- ✓ **User Interface (UX) design** — best principles to apply, how to test your website against real users in minutes, increases traffic and conversions...
- ✓ **ORIGINAL Google homepage reveals how to create a website that changes the world** (and creates \$345 billion company)...
- ✓ **Simple success behavior to model from Larry Page and Sergey Brin** — worked for launching Google, requires maybe a couple hours a month...
- ✓ **YouTube secret** — see this, you'll never think about the video site the same way again...
- ✓ **Facebook marketing lesson** — reveals first step to launching world-dominating business (on the internet or off)...
- ✓ **"The best website development advice ever"** — how to start making money fast, then scale your business to impossible heights (lesson from a 13th Century saint?)

- ✓ **The ultimate internet success formula...** Has made more online millionaires (some "overnight") than anything else — one student attributes \$10s of millions in sales to this 5-second lesson...
- ✓ **The one thing more important than your website** for generating consistent profits online...
- ✓ **Best tool for designing websites** — visit 100 web designers, 99 WILL NOT be using this actively to design websites, 1 that is will be most successful, costs less than \$50...
- ✓ **"The secret to selling anything..."** How to tap into the most powerful selling superpower...
- ✓ **If you're having trouble getting your online business started**, you need to hear this!
- ✓ **3 stages of a successful business** — take your business from zero to a biz that runs itself (with minimal input from you, putting maximum profit in your pocket)...
- ✓ **The "3 inventors" principle for successful products** — if even one of these people is missing from your product development process, you're 7X as likely to miss the mark...
- ✓ **What happy internet entrepreneurs know**, that miserable ones don't...
- ✓ **Warren Buffett, Facebook marketer?** What The Oracle of Omaha reveals about how to build an internet business that churns off cash, can't be toppled by competitors...
- ✓ **How to select a profitable market online...**
- ✓ **How to position your business and products to stake a claim in a highly-competitive niche...** "Road repair" secret reveals incredibly simple way to start making money...
- ✓ **When you SHOULD NOT reinvest in your business** — you can have a high income by ignoring this, but you'll never achieve great wealth

income by ignoring this, but you'll never achieve great wealth...

- ✓ **What socialists don't want you to know about getting rich and joining the 1%...** (If these wealth-building secrets make it into the hands of the general population, entire premise of wealth redistribution is undermined!)
- ✓ **Investment lesson from original Facebook investor...** How to win big with tiny risk (use this to invest in startups, business ideas, marketing campaigns — near universal money-making principle)...
- ✓ **"Ultimate worth" success secret...** How to make money in any market, as entrepreneur or employee...

As you watch Ken, you'll get INSTANT CLARITY on the best way to use the internet and other new media to multiply your direct response business. Using repeatable systems that multiply your profits while shrinking your work load.

While Ken is known for being one of the Founding Fathers of modern internet marketing, he'd hardly consider himself an "Internet Marketer." That's part of what makes his approach so dang effective — and he bared all on the Titans stage.

The next speaker, one of Ken's most successful graduates from The System Seminar...

Perry Marshall Broke Down THE Most Important Lesson For Direct Marketers Tomorrow... (Not Just Today)

Perry is one of my most valued "new" friends in marketing. I first met him at one of Ken's System Seminars years ago. And he's since went on to become...

- ✓ **The world's most-quoted expert on Google AdWords**, and the author of the best-selling book on how to use Google's direct response platform to turn on instant sales for your business...
- ✓ **The most cutting-edge Facebook advertising expert on the planet**, using scientific inquiry



and proven direct response techniques to uncover huge new lead and customer sources at a fraction of what you can get them elsewhere...

- ✓ **AND — as if the above two weren't enough — the NEW go-to guy on The 80/20 Principle**, applying it to finding opportunities for 10X profits from your current business (He's built 80/20 into every level of his business and is experiencing exponential success as a result. And he's the only guy who has ever put on a seminar with Richard Koch, \$200-millionaire and author of the original 80/20 Principle business classic.)...

Prior to this year's "Titans" event, my events were primarily closed-door, invitation-only workshops for "Friends and Family." One speaker, for one whole day... Laying out the most cutting-edge, transformative principles and strategies for multiplying your business.

Last year's event featured Perry... Where he broke down 80/20 and how to square it, cube it, and more to multiply your business many, many times over... Including a tool he uses to create instant cash infusions by uncovering "whales" in your current customer file.

Perry's teachings have completely transformed my thinking.

And while I expected him to deliver on this — and he did — what he gave was so much more. You're going to want to pay extra attention on the DVDs as Perry explains...

"The Commoditization of Direct Marketing" Definitely THE Biggest Takeaway from Perry's Talk

Perry came out swinging. Even just 10 years ago, we direct marketers had a huge advantage. We tracked what works, and we knew it.

We measured more, tracked more, tested more, and learned from it. And so we could walk into a market and dominate it simply with better marketing.

All of that has changed.

Google AdWords was really the first big breakthrough of direct marketing into the mainstream. And being the world's most quoted expert on the platform, Perry has an interesting perspective.

Since AdWords went mainstream, direct marketing went mainstream. Our testing practices and principles became a core part of what even big, institutional advertisers are doing. Maybe not everywhere yet, but certainly online.

- ➔ Because it's now everywhere, direct marketing is becoming more and more of a commodity. It's not the point of differentiation it was even a decade ago.

Simply writing copy, or knowing how to run a test, or targeting an audience has become an entry-level skill. If you want to achieve huge success (either as a consultant or in your own direct response business), you have to do more and be more.

Perry gave specific examples — which you'll get on the DVD — of the kind of value you need to be able to bring to the table if you want to be a success in direct marketing into the future.

The good news is that it actually raises your game to a whole new level — Perry's now working with folks with 9- and 10-figure net worth who are rabidly applying this new approach to direct marketing to today's and tomorrow's business environment.

As you watch Perry's talk, here's just some of what you can expect...

- ✓ **From failed salesperson to direct marketing success in one year**, and recognized expert status within five — Perry Marshall's secret to rapid success...
- ✓ **The strategy chasm** between what it took to be successful in direct marketing 20 years ago, and what it takes today (and no, we're NOT talking tech or internet skills)...
- ✓ **Gödel, the liar's paradox, and how to multiply your business 10X when your competitors are stuck...** First reaction: "What is Perry talking about?" Next: "WOW! That's powerful!"
- ✓ **\$5 trick to get great headlines fast** (also suggests copywriters better get a new skill set to make six figures or more)...
- ✓ **Claude Hopkins stunning prophecy** — and what it means to your business today (NOT all good, even for Hopkins students)...
- ✓ **How to beat controls more powerfully, more consistently than you ever have before...** (Using simple step-by-step method.)

- ✓ **Marketing diversification secret...** If you only have one sales story, it's as bad as only using one media, or having one product — if you have a pen, paper, and 30 minutes, you can come up with dozens of possibilities to sell more...
- ✓ **"The Hobbit," door-to-door salesperson?** Boost profits fast by reading JRR Tolkien? Perry explains...
- ✓ **Swiss Army Knife, expanded** — Perry's most powerful "hook" generation tool, now faster, easier...
- ✓ **Miracle performed on stage** — watch Perry demonstrate the fastest, easiest way to write emotionally-charged copy in seconds, for a business and product he'd never heard about and not researched before a man in the front row raised his hand....
- ✓ **The ONE direct marketing skill that will ensure you NEVER become a commodity...** Also makes you worth twice as much (or better) to clients...
- ✓ **The fractal nature of direct marketing** — reveals how to get smarter, happier, higher-paying customers and clients (touches every aspect of your business)...
- ✓ **How to use customers to come up with better headlines, sales hooks, and positioning statements** — may even beat A-list copywriters at their own game!
- ✓ **How to identify which products are bound to fail** — no matter how good of a marketer you are, peddling products with this one characteristic makes total implosion just a matter of time...
- ✓ **Secret to selling products without a sales letter** (or much of a sales process at all — Perry: "This is where the money is!" and you won't be able to argue)...
- ✓ **Picasso and profits** — what does "art" have to do with completely dominating your market? (Beyond any obvious assumptions about design, etc....)
- ✓ **True Story: Perry heard voices in his head**, helped entrepreneur solve biggest legal challenge of his life within 4 minutes. What this means to you....

- ✓ **How to get off the hamster wheel of business** — if you feel like you have to work harder to make more, this 5 minutes will change your life completely...
- ✓ **How to absolutely, completely, totally dominate a market...** 4 criteria for evaluating winning business opportunities, hit business "home runs" consistently...
- ✓ **The death of the traditional info-marketing business...** (What to do instead.)

Following Perry's mind-expanding talk, be ready for even more...

Jay Abraham Will Turn Your Business on Its Head, Creating a Brand New Sense of What's Possible... And Show You the Most Rapid, Efficient Path from Here to There...

I have Jay Abraham's picture on the back of my office door. And it's not because of some strange fascination I have with the guy.

In the 80s and 90s, practically everybody in the entire newsletter industry was prostrating ourselves at his feet. He "got it" like nobody else. You'd talk to him for a few minutes, and he'd uncover an opportunity to double your business that was, in retrospect, sitting in plain sight. "Once blind, but now I see," is the best way of describing the type of hidden opportunities Jay has always been able to uncover.

And he continues to do so with The Abraham Mind Shift Challenge.

- ➔ **He points out the gold that's sitting right there, at the surface, ready to be mined... But that's been all but invisible to you until he opened his mouth.**

IMPORTANT: Jay and I decided that he would not deliver a speech, as valuable as that would be. Rather, I'm conducted a RARE AND EXCLUSIVE INTERVIEW with Jay on stage, where I forced him to



INTERVIEW WITH JAY, ON STAGE, WHERE I FORCED HIM TO distill his years of experience and his wide range of 'systems' into the most immediately-actionable steps you can take to unearth breakthrough opportunities in your business. You've never seen or heard Jay work like this before! (Immediately afterwards he emailed me asking for a copy of his own interview to study.)

Jay had all sorts of immediately actionable profit-boosting ideas come out of this discussion. After Titans, I had one attendee, Casey Slaughter-Stanton, say... "134% improvement on an optin, A/B split test, based on a lesson I learned from [Jay at] Titans. [He said,] 'Tell them what you're giving them and WHY. Show them what you want them to do.' Simple copy re-write, new headline that was more focused on WHY and boom." **This is a great testimonial. Good idea to go back to attendees after an event and get glowing testimonials for flogging the DVDs after.**

My Biggest "Jay" Takeaway: The Problem-Solution Technique for Multiplying Your Business Fast

When Jay revealed this lesson, I recognized that it was THE perfect example of the simple solutions to complex problems Jay is famous for...

➔ "Every problem you need solved in your business is the opposite side of the coin of someone else's problem that needs to be solved."

Let's unravel that for a moment, using a very common example that was an absolute breakthrough in its day.

As mail order marketers started developing lists of customers, they realized they couldn't get new offers in the mail fast enough to fully satisfy customers' desire to buy more. Almost no matter how many offers they'd send at people, revenues would keep pouring in. But there's a problem here.

Unless you can create products and new offers as fast as your customers can buy, the amount of money you're getting is always less than what they're willing to spend.

So how do you serve this rabid customer base?

Well, somewhere there's another skilled marketer with a valuable offer and great copy, looking for more customers. By renting access to your list to this other marketer, you're able to generate more revenue from the same customer base (solving your problem) and they're able to get more customers for their offer (solving their problem).

Now it's obvious that this applies to list rentals and joint ventures, but this can apply at every level of your business. Product sourcing. Staffing. Fulfillment. Real estate. And so much more.

Here's some more of what Jay revealed in our interview...

- ✓ **Perhaps the greatest business-building mind of our time** — what HIS missing piece was, what he thinks about when growing a business today...
- ✓ **How to position yourself against your competitors for higher sales** and to dominate a market (without looking like a jerk)...
- ✓ **Gödel, the liar's paradox, and how to multiply your business 10X when your competitors are stuck...** First reaction: "What is Perry talking about?" Next: "WOW! That's powerful!"
- ✓ **Secret to rapid and sustained business growth** — split a business into these two parts, use the first to stimulate instant cash infusion and the second to multiply top-line and bottom-line results...
- ✓ **Thinking that makes direct marketing irrelevant** — applies across 465 different industries, supplants tactical thinking with more effective approach to grow your business...
- ✓ **How to use Jay's greatest (\$9.4 billion) advantage to grow your business** without paying him a penny in consulting fees...
- ✓ **Where to consistently find marketing and business breakthroughs** (using the TWO greatest superpowers of your human mind)...

7 profound implications in one 3-minute story ... Jay's secret to becoming a

- ✓ **7 profound implications in one 6 minute story** in Jay's secret to becoming a great conversationalist, making more friends and high-level business contacts, and uncovering business breakthroughs... (Jay says, "This changed my life.")
- ✓ **How to become the most interesting man in the world.** Jay is certainly in the running, so this is a lesson worth hearing from his mouth...
- ✓ **The real secret to leveraging today's most powerful marketing tools and opportunities...** We've never been able to get access to customers faster, easier, or cheaper — but it's all irrelevant if you don't understand this one concept...
- ✓ **4 books to read — and the order to read them** — if you want to understand the most powerful principles in direct marketing on a deeper level than 99 out of every 100 of even the best direct marketers today...
- ✓ **Why "Free" doesn't work anymore** — what to do instead to generate leads that convert at higher levels than any of your competitors can fathom (this can make you more money immediately)...
- ✓ **Famous investment company whose marketing and copy you MUST study** — NOT one of the big, popular investment publishers...
- ✓ **Lessons Asian entrepreneurs are paying Jay upwards of \$25,000 to get...** (Plus, where they're beating American companies hands-down, and where Western entrepreneurs still have a huge advantage.)
- ✓ **\$500 million candy company "cash-out"** — the ONE, basic marketing principle this company learned from Jay, and the true story of how they went from #3 to #1 in the Chinese market and made half a billion dollars as a result...
- ✓ **Marketing wonder drug** — "Misunderstood, underutilized" — what it is, and Jay's top strategy for using it to dominate any market...
- ✓ **How to sell more by NOT selling your product**, and what to sell instead...
- ✓ **How to make \$10 million in the next 12 months on almost a \$0 investment** — true story from another Jay student in manufacturing industry, can be applied in any market...
- ✓ **\$1 billion worth of "affiliate" deals** — what this experience taught Jay about

- ▼ what to do (and what not to) to maximize revenue — and the flaw it revealed in 99.9% of affiliate relationships, why they never make any money...
- ✓ **What Jay Abraham would do differently if he started over today** — lesson can be applied immediately to increase your lifetime income, also happiness...
- ✓ **"Shark Tank" Secrets** — Behind the scenes access to Jay Abraham's relationship with FUBU founder and Shark Tank star Daymond John...
- ✓ **"What everybody should be doing differently in their business."** I asked Jay what question I should have asked that I didn't — what he said will blow you away...

By the time you're done watching Jay's interview on the DVDs, you'll see new possibilities in your business for doubling, tripling, even growing ten times or more. With tiny actions you can take right now, to leverage hidden opportunities sitting right there in plain sight.

And Then Watch Joe Sugarman Reveal How to Enjoy Success after Success after Success... (A Model YOU Can Copy!)

Joe is, among other things, a Titan of testing.

- ✓ **His space ads for "space age" gadgetry practically invented the market Sharper Image later dominated.** His JS&A ads paved the way decades beforehand, selling pocket calculators, digital watches, and cordless telephones by mail when they were still rare (or unavailable) on store shelves...
- ✓ **Then he went on to sell over 20 million pairs of BluBlocker sunglasses by direct response,** including space ads, TV, the internet, and more...
- ✓ All the way, testing strategies, tactics, new media... The works!



- ✓ **He was among the first to take credit cards via direct response...** And to use toll-free 800 numbers in ads to get orders... He was an infomercial pioneer, and an early adopter of the home shopping TV channels to drive sales...
- ✓ **And he's written some of the best books on copywriting** — based on over four decades of tried-and-tested, proven direct response methods developed in his own businesses...

And one of Joe's biggest secrets to success has always been TESTING EVERYTHING — and in the early days of building his multiple, multi-million-dollar direct response businesses, Joe would have loved to have the opportunity that you get simply by watching the Titans DVDs...

To sit down and take in all these great minds... Absorb their very best strategies, ideas, and principles... And take them home and immediately put them to work in his own businesses...

That's why — like I did with Jay — I tapped Joe's brilliance through an EXCLUSIVE INTERVIEW and got him to reveal how he relentlessly tests anything that looks like a good idea (which the Titans DVDs are FULL of)... And uses that to create success after success — now spanning more than four decades. Along with his best recommendations for what YOU can do in YOUR business to create optimum impact as a result of watching these DVDs...

My Lesson from Joe: Find the Selling Story

Joe is famous for his stories. In fact, you could frequently tell a JS&A ad with the logo blacked out — just because of the stories Joe told...

- ➔ **Take his "thermostat" ad.** Headline: "Magic Baloney." Subhead: "You'll love the way we hated the Magic Stat thermostat until an amazing thing happened."
- ➔ **Or his ad written to sell one of his private planes.** Headline: "Pet Plane." Subhead: "This advertisement has not been paid for by Piper nor do I own any Piper stock."
- ➔ **Or the famous BluBockers ad.** Headline: "Vision Breakthrough." Subhead:

➤ "When I put on the pair of glasses what I saw I could not believe. Nor will you."

In every single ad — from the headline down — a story.

Perhaps the biggest lesson Joe shared from the stage at Titans was not just the power of these selling stories... But how YOU can uncover then tell these stories for nearly any product, using nearly any media, to create marketing success after marketing success.

Joe also pulled back the curtain and revealed...

- ✓ **Demonstration: Hip-hop street performer reveals how to deliver "man on the street" testimonials that entertain, sell** (great example for infomercials, can be used for YouTube and more)...
- ✓ **True Story: How Joe took on a 98-pound weakling, and lost...** This still impacts his life — 56 years later. (Huge lesson for direct response businesses.)
- ✓ **Two things in common between all hyper-successful football players, learned from the San Diego Chargers** — also applies to business, here's how...
- ✓ **Steve Jobs and Steve Wozniak saw Joe as a celebrity** — here's his role in the latest Apple hit product...
- ✓ **"Whatever you focus on, it expands..."** How to use this principle to grow your health, your relationships, your business— and make a bunch more money (this last one requires counter-intuitive application of principle)...
- ✓ **Mind game principle to trans-mutate failure into success...** Joe's one overriding belief that ensured, from the beginning, that he would become a Titan (even in the face of far more failures than successes)...
- ✓ **How to become a true entrepreneur...** (Follow's hero's journey myth structure — guiding light for when business and life aren't going your way.)
- ✓ **Joe said "no" to the "Swiss Army" folks when they asked him to sell their watches...** Why he turned down selling 8 of 9 products, how he chose the one to sell, what he did with the other eight, and the huge lesson in testing and client management you can apply immediately (also reveals huge direct response principle)...

- ✓ **\$2 million... Lost!** What "best practice" Joe removed from his ads to boost response... And the accidental discovery of the 30% drop he'd caused in sales, \$2 million in revenue he'd missed...
- ✓ **Rule for direct marketing success:** "Direct marketing is very counterintuitive — what you think works, very often doesn't; what you think doesn't, very often does." (How to figure out what works in every situation.)
- ✓ **Become a massive success with a huge failure rate...** Yes, you can still make a fortune when 9 out of 10 promotions fail!
- ✓ **Branding versus direct response...** Is coexistence possible?
- ✓ **\$20 million success story (not his) led Joe to create BluBlockers sunglasses...** If you successfully sell others' products, this lesson alone could make you independently wealthy, at 10X your wealth goals today...
- ✓ **"One of the biggest disappointments of my life."** Proven method for turning failure into more failure! (And then turning it into success.)
- ✓ **Smart copying and swiping...** How copying competitors and other ads you see in the market can lead to big bombs, what you need to know if you want to "swipe" for success...
- ✓ **Selling digital/download products?** Test this, increase customer happiness, your income...
- ✓ **Disney selling secret** — Walt Disney reveals how to never compete in the commodity business (even selling commodity product like sunglasses), plus how to grab and hold attention, even with ADHD and fractured-attention prospects...
- ✓ **Should you lie to sell more?** When do misdirection and budging the facts pay off, and when does it hurt?
- ✓ **The secret to lasting happiness in the face of failure...** I asked Joe what he'd do differently if he could do it all over again, his answer may shock you!
- ✓ **How a small town in Missouri got Winston Churchill to speak at their college commencement ceremony...** Amazing true story reveals how to get

anything you want with a simple letter, but Churchill's 8-word speech may hold even more powerful success principle (Joe's first and final lesson)...

- ✓ **Using news, story, and events to sell more...** Create your own news events for fun and profit (can be used for instant cash flow infusion)...
- ✓ **Secret to becoming a great copywriter...** 8-word lesson reveals the simplest path to becoming one of the best in the world (can start today)...

(You know the old rule in direct response: list is 40%, offer is 40%, copy is 20%... Well, for Joe, EVERYTHING is 100%! You can't help but walk away from one his talks not only inspired, but ready to go immediately generate more sales!)

As if this were enough...

Dan Called in Rare Favors to Bring in Two Titans You'll Almost Never See at ANY Seminar, EVER.

When you're putting on an event like this one, it certainly doesn't hurt to have Dan Kennedy in your corner.

Because not only is he plugged in and connected to the best-of-the-best in the information marketing world... He's also personally admired by some HUGE Titans who almost never show their faces at seminars or events.

And yet, because of the event this was becoming, Dan was willing to reach out to some of his most valued connections in the direct response business, to convince them to come share their wisdom and insights at Titans.

And now YOU get them too, on the DVDs. Starting with...

Greg Renker of Guthy|Renker Fame... \$1.8 Billion per Year In Direct Response Generated Revenue...

I don't think Greg Renker would be a celebrity among the direct marketing crowd, even though he's making more with direct marketing than everyone else above. So having him positioned here toward the end of the speakers list makes sense in that it really adds an unexpected value/bonus to the DVDs.

When Dan convinced Greg Renker to speak at Titans,

I was flabbergasted. This is a guy who built a business that's doing more than \$1.8 billion annual revenue via direct response. He's a DRTV Titan, but so much more than that.



He was in the inaugural class at the Direct Response Hall of Fame. He's received awards from Ad Age, Fortune, and Inc. Magazine, the Horatio Alger Association, and the Electronic Retailing Association. His countless media appearances include The Wall Street Journal, People, "Good Morning America," "CBS This Morning," "NBC Nightly News," "60 Minutes," and "20/20."

And all with good reason...

Guthy|Renker were instrumental in launching Tony Robbins to the heights he's achieved, starting with their early Personal Power infomercials. If Napoleon Hill's Think and Grow Rich has been an important book to you, you can thank Greg — their first infomercial in 1987 put the book back on the map.

They went on into the beauty and cosmetics market, and shared Victoria Principal's beauty secret with the world. They were pioneers in the teeth whitening business, launching Perfect Smile with Vanna White.

And then — in a move that completely transformed the acne treatment market — they launched Proactiv. Which you can find advertised everywhere from your TV to your mailbox, all the way to direct sale vending machines in malls and shopping centers.

They've also gone on to launch products with dozens of celebrities, entertainers, and athletes... And continued to receive high praise from the direct response industry for their accomplishments.

→ **As you'll learn watching Greg, Guthy|Renker may be known as an infomercial business. Because that's what the public sees of them 95% of the time. But that barely scratches the surface.**

I mentioned my saying, "Single channel marketing is so boring." I believe it so much, I even bought the domain name: SingleChannelMarketingIsSoBoring.com.

If you agree, you'll find what Guthy|Renker does to be absolutely titillating!

Greg shared how he and his business partner — with no small contribution from Dan, who worked with them from their earliest infomercial days — built the business far beyond DRTV...

Into a continuity business... A renewal business... A direct mail business... An online and e-commerce business... A database marketing business... A direct sale vending machine business...

A TITAN!

When it comes to starting a direct response business... And growing it into NOT JUST a multi-million, BUT a multi-billion-dollar empire... We can all hold Greg's business up as a paragon — a model to be studied, followed, and emulated.

And in this extremely rare appearance, you're going to hear from the source himself what YOU need to do if you'd like to follow in his footsteps and achieve just some of your success.

One thing Greg mentioned as one of his personal success secrets is understanding amazing people when he sees them. And then trusting them to play a starring role in his operation. Along these lines, our conversation at Titans also featured Guthy|Renker Chief Marketing Officer Jay Sung. Jay's a superstar at connecting the dots in all media, which leads me to...

My Biggest Lesson from Guthy|Renker: "Star Wars Math"

Throughout my career, I've prided myself on the amount of time I spent on understanding lists — and the complex relationships between and within them. In fact, one of my biggest direct marketing mentors, Dick Benson, famously said, "Nobody spends enough time on lists." To which I got him to add the amendment, "Except you, Brian."

And yet I was blown away by what the team at Guthy|Renker is doing to understand the complex relationship between markets and media.

For example, they're known as an infomercial business. But as I said, their business now extends into nearly every media, from search engines to shopping mall kiosks.

- ➔ What they're doing today is something Jay, their CMO, called "Star Wars Math." That is, they're modeling what impact infomercial views have on AdWords ads, for example. Knowing that we're definitely NOT in a single channel world today. And that everything is connected in a giant feedback web that determines your total profitability.

This is something we experienced at our company when we dipped our toes into the infomercial business. At the height of our infomercial success, I was spending over \$80 million per year on media, generating well over \$100 million per year in revenues. We sold over 3 million books via direct response television over three years, at a front-end profit. (Very difficult!)

We even used an infomercial to turn a failed direct mail campaign around!

But the revelations in Greg and Jay's talk run laps around even what we learned.

If you're looking to grow your business beyond your first few million today — using multiple media — this is something you need to be on top of.

And yet, they covered so much more...

- ✓ **Does size matter?** Our length lesson in infomercials: how we lost a ton of money, how we made \$200 million... (And what we learned from Guthy|Renker that made the difference.)
- ✓ **"She laughed when I stayed up all night watching late-night infomercials..."** Greg's fiancée used to laugh at him for watching TV pitchmen late into the night, but his early obsession is a lesson to anyone destined for greatness...
- ✓ **Bill Guthy's revelation about what business to be in** — if you see this going on in your business, it may be time to pivot. Sparked \$1.8-billion business for Guthy|Renker, can work for you...
- ✓ **How much failure to expect...** Even at their level, Guthy|Renker still regularly run flops — lessons in managing failure, and success... (You'll never develop single campaigns that generate \$200- to \$750-million in sales without this simple understanding.)
- ✓ **Cindy Crawford, behind-the-scenes...** The true story of celebrity branding failure, an \$18-million loss, how to manage differences of opinion with A-list clients and celebrities, and how to use direct response copywriting to turn failure into over \$200 million per year...
- ✓ **How an infomercial Titan predicts whether an infomercial is likely to be a success...** (Hint: Greg prefers NOT to watch the infomercial, here's what he looks at instead.)
- ✓ **"We look at 50 new products per week."** The one criteria a product must

- ▼ have to rise to the top...
- ✓ **Super-simple formula for product stories that work...** If a product has this going for it, it's easy to sell via infomercial (and just about any other media)...
- ✓ **The "Secret Sauce" of Greg Renker:** If you want to build a multi-billion dollar direct response business, you need to cultivate this trait — or find a partner who has it.
- ✓ **Greg Renker's biggest takeaway from Gary Bencivenga...** When $1+1=\$1.8$ billion. If Greg had an epiphany from this one lesson, certainly you can make it pay back your investment in the DVDs ten-, one-hundred-times over...
- ✓ **\$20 million annual budget on celebrities...** How to pick, invest in, partner with, and generate maximum results because of your relationship with superstars. Biggest differentiator between pain in the butt celebrities, and those that will feature prominently in \$100-plus-million-dollar brands and campaigns.)
- ✓ **Multi-media secrets of one of the world's biggest multimedia direct response marketing companies...** How to identify ROI of campaigns in 10+ media simultaneously, and how to use that decision to scale (even if you're only in 2, 3, 4 media)...
- ✓ **When NOT to trust your cost-per-order numbers in direct marketing...**
- ✓ **How to use non-branded Google Search terms ("acne") to boost ROI on branded search ("Proactiv")...** And how to use insanely BAD ROI on one campaign to get insanely GOOD ROI on the other.
- ✓ **Human behavior mapping method...** Most marketers play tic-tac-toe trying to get response, Guthy|Renker plays chess. This thinking is on par with Gene Schwartz's Breakthrough Advertising, and could completely change your business.
- ✓ **Capture attention of distracted prospects...** 77% of TV viewers are now on another device (smart phone, tablet, laptop, computer) at the same time — how the world's best infomercial marketers overcome fragmented attention.
- ✓ **700 straight weeks of the #1 infomercial product...** Yes, the product is good — but you'll be shocked at the fundamental direct response principle they use to beat competition to smithereens...

- ✓ **Testing discovery:** Single bonus, two names bombed, and the third made a multi-million-dollar impact on profits (all came from "beat the control" testing)....
- ✓ **How infomercial length impacts target demographic...** This rule may not work in your business (test it), but it's highly consistent at Guthy|Renker...
- ✓ **Maybe the single-most important direct response "irresistible offer" concept** — "If it's not on the landing page, we get a different result."
- ✓ **Prescription for business success...** How much time "Doctor" Greg Renker recommends you spend reminding yourself of direct response principles every day — this and "an apple a day" and you're good!
- ✓ **Greg Renker's favorite marketing guru...** Hint: he was in the room at Titans, hugely influential in Guthy|Renker's success...
- ✓ **Why NOT to sell your direct response (infomercial, online, direct mail) product in retail...** The true "dilutive" effect of moving customer relationship away from your business, advice based on, "If we could do it all over again, I probably wouldn't..."
- ✓ **"\$1 out of every \$4... \$1 out of every \$5..."** The two biggest online threats to direct marketers, to your relationship with your customer... "We're terrified!" How Guthy|Renker is fighting back against "The Walmart Effect" online...
- ✓ **Secrets of "digital demand creation"** — Guthy|Renker 2.0, how the next generation of consumers MUST be sold to today, and the best tools for winning direct response on the internet.
- ✓ **How Google went from "Do No Evil " to "PURE EVIL"** — Google's sneaky business of undermining your conversions, and what you MUST do to fight back...
- ✓ **Simple principle Guthy|Renker used to become the #1 destination for A-list celebrities' brand endorsements...** Started with Tony Robbins, has only become more and more powerful ever since (also, breaks common Dan Kennedy direct response "dogma")...
- ✓ **How to pick products that sell...** What Greg Renker looks for, what immediately rules out even good products...

- ✓ **The three books Greg Renker re-reads, front-to-back every summer...** Get all three today for less than \$50 on Amazon...
- ✓ **When to fight a failure...** And when to walk away. (\$400 million product line was almost killed on arrival — making this one insight worth at least \$400 million.)
- ✓ **The #1 most important thing Dan Kennedy wanted Greg Renker to reveal from the stage at Titans...** Based on their client relationship, longer than many marriages, Dan thought Titans attendees needed to know this one secret...
- ✓ **"Backstage Pass" to Guthy|Renker product development process...** How products go from zero to \$100-plus-million brands in the world's most successful infomercial business.
- ✓ **Old model: Product Launch = A then B then C then D. New Model: Product Launch = ABCDEFGHIJKLMNOP all at once.** How Guthy|Renker is managing complex, multifaceted, multimedia launches... Without driving themselves crazy!
- ✓ **The Napoleon Hill Think and Grow Rich success principle Greg Renker attributes much of their success to...** When Jay Abraham asked about how they create growth, this was the first word that came out of Greg's mouth...
- ✓ **When NOT to take profits out of your business...** (Key to massive growth, success.)
- ✓ **How to drive consumption of your products using ALL of today's media...** (Key to non-stop, unlimited stream of recurring revenue!)
- ✓ **Surprising revelation from subscription cancellation survey** — reveals key to reactivating past customers, extending customer relationship...
- ✓ **Tony Robbins recommended this book to Greg Renker...** Should be on every direct marketer's bookshelf — is it on yours?
- ✓ **Unexpected way Guthy|Renker would launch an infomercial business today...** TV costs have skyrocketed, this guerilla tactic best way today to launch "DRTV" business...

Next up...

The Amazing True Story of Building a \$20 Billion Business in Just 18 Months On The Back Of Direct Response Radio, From Fred Catona...

What would you think if I told you that you could generate 2.2 million responses to your advertising in 14 days? Now what if I told you that you could do it with ONLY radio advertising? Our next Titan has been there, done that — and he revealed his secrets. Now YOU will get them for yourself, as you watch his presentation...



As you'll discover, radio is anything BUT a dead medium. In fact, you may or may not know that some of the biggest ONLINE promotions in the last few years used huge radio buys to drive traffic.

And while Fred Catona may not be a household name, many of his successes are.

Jay Walker, founder of Priceline.com, turned to Fred to launch their company in 1995... And over the next 18 months, they grew the company to over \$20 billion valuation — with Fred's radio ads the rocket fuel for that growth.

Fred's agency — the first to focus solely on radio as a direct response medium — has also been instrumental in the success of Free Credit Report.com, Disneyonline, and others.

If you're serious about reaching markets your competitors haven't touched... And doing it with extreme profitability... You'll want to be paying rapt attention...

My Huge Takeaway from Fred: How "Radio Advertising" is NOT Radio Advertising...

This is really interesting. Fred has become known as the preeminent expert on radio advertising. And yet, as you watch his talk from Titans, you'll discover that he's NOT really a radio advertiser

really a radio advertisement.

It's a good first-touch lead generation tool. And yet the systems and procedures he builds into every radio campaign — from the ground up — are tremendous. Radio is just the first medium of interaction, for one.

The reason Fred is consistently so successful with radio advertising is — again — the specific systems he implements OFF the radio that support the 30- or 60-second spot he runs.

What number they call, what they request, how they're handled, what follow-up looks like, what media is used to contact leads and new customers, WHO is the voice behind the follow-up... All of this must be scripted. Fred laid it out in his talk.

As you listen, you'll also hear Fred reveal...

- ✓ **Amazing Feats of a Marketing Stuntman:** How to get Dan Kennedy to say anything you want him to say while endorsing you (how can you use this?)...
- ✓ **Business records set by Fred Catona...** Most revenue in shortest time, most leads in shortest time, built biggest list in shortest time, most online registrations in shortest time, greatest corporate valuation in 18 months, fastest e-commerce brand ever built... How he did it — specific system...
- ✓ **How to reach an audience of 242 million within the next 7 days** (77% of adults within the next 24 hours, 19 hours of engagement per week)...
- ✓ **"Once you crack the code, you're rich"** — because you can get the message out to the entire population of the United States.
- ✓ **Strange-but-true story of how Fred got William Shatner to rep Priceline.com for \$50,000...** Maybe one of the best celebrity endorsement deals in history!
- ✓ **Total tech failure from massive marketing success...** "Is anyone here aware of a phone center that can handle 2.2 million phone calls in 24 hours?" But what happened next is the real doozy!
- ✓ **What to do when you've "captured lightning in a bottle"** — THIS is how you build a company to \$20 billion valuation in 18 months.
- ✓ **Best way to get rich overnight, and best way to lose it all... (True story.)**

- ✓ **FreeCreditReport.com...** 4 failures, and the \$1 billion lesson discovered on test #5. If you're selling ANYTHING remotely "sensitive" this can be applied immediately.
- ✓ **"The Nuance of Empowerment"** — Titan-level copywriting principle, necessary in nearly 100% of radio ads, works in all media...
- ✓ **How to become famous, rich, and successful by specializing in what nobody else is specializing in...** Pole vaulting, mail order hoagies, direct response radio... Fred has shamelessly ridden this principle to success over and over and over again!
- ✓ **Boring product + unbridled crazy creativity = "Space Hoagie."** Enjoy fun and profits from turning the mundane into the magnificent — beautiful lesson from "PT Barnum in a sandwich shop."
- ✓ **How to get celebrity endorsements, cheap...** The President of the United States, mayors, governors, Johnny Carson, other celebrities, even astronauts!
- ✓ **When you do NOT want the Wall Street Journal interested in doing a story on you** — and what happens if they do...
- ✓ **Are you thinking big enough for your mail order business?** Weird story of how Fred expanded his mail order business "to the moon" — yes, that moon.
- ✓ **6-step system for making a ton of money with radio, fast...** Hint: Radio is "tip of the iceberg," magic is in what comes next. (Proven over and over again, with clients ranging from absolute nobodies to Kevin Harrington from Shark Tank.)
- ✓ **Where radio ranks in lead qualification, value...** Compared to TV, internet, and direct mail— only ONE is more powerful (but also represents bigger risk)!
- ✓ **Who to email first to get a celebrity endorsement...** (And where else to go if you want all the power of celebrity, without the cost of Hollywood.)
- ✓ **The best response mechanism for first response on radio ads...** Live phone operator? Recorded message? Website URL? It's not about what costs most, it's about what's most profitable — Fred's first choice based on \$100s of millions' experience, and what else he always tests...
- ✓ **The best follow-up mechanism for unconverted radio leads...** Is another

- radio spot the best way to reconnect?
- ✓ **"Who is your enemy?"** Why Fred ALWAYS asks this question BEFORE doing a radio campaign, and how he uses it to shape messaging...
- ✓ **"Million-Dollar Formula" for generating response from a 60-second radio spot...** Capture these 11 things in 170 to 175 words if you want to succeed in radio.
- ✓ **How to use fear in radio ads** — and how not to, at least if you want to generate massive response...
- ✓ **Multiply response with a "kicker"** — surprisingly simple, devastatingly effective, turns up urgency and response by 10 notches...
- ✓ **What NEVER to include in your offer in a radio ad...** (Ensures your radio spot will be DOA.)
- ✓ **"Triple Special Offer"** — Secret stacking benefits technique to multiplies response...
- ✓ **Negotiation secrets for buying radio time** — What your media sales rep doesn't want you to know, works in many other media too!

I've had huge success with space advertising and direct mail. Online and via DRTV. But I've never cracked the radio nut... Yet!

If you're serious about using ALL effective media to generate huge traffic and sales volume... You will NOT want to miss Fred's presentation!

Then after Fred...

I'll Let You Into MY Personal Mastermind...

I've mentioned before that I spend over \$50,000 per year on my marketing education, including coaching and mastermind groups I'm a part of...

I'm also well-known as being a member of Joe Polish's \$25k group — a group distinguishing itself by each of its members (serious marketers and business builders) being able to readily afford the \$25,000 cost of entry...

But I'm also a member of what I call my "\$25 Group." And no, that's no typo. It literally cost \$25 per person to be in the group. But there are only four spots, and none of them are open.

And I consider the three others in this group with me to be some of my most valued business connections.



Michael Fishman



Jim Kwik



Ryan Lee

- ✓ Michael Fishman is well known as the ONLY person who presented at Gary Bencivenga's event, besides Gary himself... First a master list broker, now a strategic marketing consultant and thought leader in the health and personal development industry, and founder of The Consumer Health Summit — one of the most anticipated events each year for executives in his industry...
- ✓ Jim Kwik is one of the world's top accelerated learning and brain performance experts, who has been sought out as a trainer by some of the world's top organizations including: Harvard, Singularity University, Nike, Zappos, GE, Fox Studios, and Virgin. He's even shared the stage with the Dalai Lama!
- ✓ Ryan Lee is one of the most respected names in internet marketing, especially in the health and fitness space... He's widely regarded as the "experts' expert" on continuity income, internet membership sites, and modern-day entrepreneurship (his columns are a favorite in Entrepreneur Magazine).

Together we show you how to translate all your new breakthroughs from Titans into rapid growth in your business...

You'll get the most powerful way to install what you've learned in your business (including an unexpected insight to getting 2X to 10X higher returns from these DVDs)...

Discover the secret to surpassing all your biggest goals and aspirations — faster —

using the principle of the Mastermind...

And be able to recognize — as you look around at your peers — what makes for good mastermind partners, and who you know who might be the perfect fit (to help you get everything you want in business and life, and add zeroes to your bank account).

And importantly — Michael, Jim, Ryan, and I shared how we're applying the principles in our businesses and our lives... Even teaching them...

And what an enormous impact it can have on YOU if you do the same...

Here's just some of what you'll get from our special on-stage mastermind panel...

- ✓ **What the world's most successful direct mail list broker focuses on today** (applies offline, online, in any media)...
- ✓ **Create 3X, 5X, 7X improvements in opt-in rates from your website**, 2-minute language change (exact opposite of what most marketers focus on with web copy)...
- ✓ **3 conversations going on in your prospect's head right now...** Which are you speaking to? Which leads to highest conversions?
- ✓ **JJ Virgin's \$1 million "psychic" secret** — Easy shortcut to read mind of your market — 2-minute search on Amazon, not what you think, reveals rabid buyers' innermost thoughts.
- ✓ **How a 5-year-old-boy with a brain injury became one of the top memory experts in the world** — he took 2 years extra to learn how to read (using X-Men comic books), now he teaches speed reading.
- ✓ **You have a super power** —it can get you almost anything you want in life — but without this one thing, it'll never take you anywhere.
- ✓ **What Jim Kwik discussed with Spiderman creator Stan Lee when they went out to lunch recently...** You may know, "With great power comes great responsibility," but this other phrase is the secret to obtaining great power, wealth, success...
- ✓ **Want massive email marketing success?** Always start your emails with this one thing — from Ryan Lee, top marketer in fitness industry...

- ✓ **The "niche" myth** — How you may be putting yourself in a tiny box, limiting your business growth... And how to break out and explode profits with unexpected left turn (contrary to Halbert's "starving crowd" lesson, responsible for success of Rodale, Boardroom, Phillips, Agora so many top direct marketers)...
- ✓ **A brand new definition of marketing...** Insures instant resonance with target market, develops raving fans and lifelong customers.
- ✓ **Rapid-fire lesson in speed learning, super-creativity...** The more you can learn, the more you can earn — you'll want to watch this segment 10 times, it's so packed with valuable content.
- ✓ **3 simple tricks to prepare your brain to learn...** Hint: you need to put your brain in a state of "relaxed awareness" to make your brain into a sponge — here's how...
- ✓ **Einstein's secret to putting his brain in a creative state** — use his trick, or a couple others, will help you generate profit-making ideas faster, easier, more consistently...
- ✓ **Free speed reading course, free lucid dreaming for creativity course** — multiple giveaways from SuperheroYou and Jim Kwik.
- ✓ **FAST method for super-learning...** If you don't do these four things, you are limiting your speed and recall when learning... Increasing forgetfulness... (Do this for a while, it will actually make your brain work better.)
- ✓ **If a new business opportunity doesn't have this kind of revenue opportunity, leave it be...**
- ✓ **Information marketer? What you MUST include alongside your content to get customers for life, maximum profits...** Most information marketers, publishers, content creators miss — leads customers to abandon you, revenue streams to dry up...
- ✓ **The best way to get a new customer in the door...** The best way to maximize lifetime value on upsells... Plus how and when to offer subscriptions, continuity, recurring billing...
- ✓ **Are you a "starter" or a "finisher"?** Either way... The single-most important question to ask to ensure all the best ideas for growing your business make it

question to ask to ensure all the best ideas for growing your business make it to the market.

- ✓ **Do this, get your most important tasks finished, faster, more consistently, better...** A \$26,000 lesson in how to spend more time with your kids, your family, your loved ones — while also running a more successful business.
- ✓ **Creativity, productivity secret...** Super-simple way to unlock your mind's greatest powers of creativity and productivity (try this for one week, notice huge changes)...
- ✓ **Simple language secret for maximum conversions...** Creates clear, direct promises and other copy... Increases conversion instantly...
- ✓ **Straight truths about "branding" (from a direct marketer)...** How important is it? Should you build your brand? What's the best way to develop recognition with your customer base? How to use your brand to make selling easier...
- ✓ **Superhero memory secrets...** 3 dimensional memory trick (contained in the word MOM) discovered by a boy from upstate New York, reveals secret to remembering everything from where you put your keys to new idea to implement in business...

And Finally — A Rapid-Fire Q&A Where The Titans Revealed Final Insights Into Direct Response and Business Success...

Frankly, the Titans we were fortunate enough to bring together for this event — for the first time ever! — were as excited about it as anyone else there...

Most of them — even with their incredibly busy schedules — stuck around for the full two days, to learn from the strategies, principles, and lessons the other Titans shared. (If even Dan Kennedy stuck around for both days, you've got to think there's something YOU could learn here!)

And so we wanted to take the final opportunity — with so much knowledge and wisdom in one room — to go "off script" and get the Titans to answer attendees' questions, and grill them on their biggest takeaways.

Here's some of the questions they answered...

- ✓ **Hiring A-list copywriters?** What research and other materials should you hand to them on a silver platter before they start your project? If you want the biggest chance at a winner, you need to know this... (11 item starter checklist!)
- ✓ **What research do top copywriters always do themselves?**
- ✓ **What's the single-most important marketing advice, skill, strategy, or process that a newer marketer should know** if they want to set their career path straight toward becoming a Titan?
- ✓ **How do you offer sales and stimulate more responses without training your customers to ONLY respond when there are special offers available?** Answer reveals best use of bonuses, alternate positioning, how to use JVs to get more revenue from house file...
- ✓ **For copywriters: when you're digging into research and preparing to write, how do you identify that one compelling big idea to hang your promotion on?** (Response included obvious answer, one that may surprise you, and a recommendation for a book you've never heard of.)
- ✓ **Jay Abraham: how would you recommend someone learn Socratic interviewing?** (This is one of Jay's biggest secrets.) What are the most important principles to focus on? How do you apply it to uncovering business breakthroughs?
- ✓ **How do you accelerate growth in a stuck or slow-growing direct response business?**
- ✓ **What's the best way to cash out and get a big payday by selling your information product business?**
- ✓ **What's the one question that nobody's asked but should have?** (The answers to this are the secret to connecting with the most successful, most powerful people in this or any industry — and getting on their good side instantly.)
- ✓ **What's the single-best question to ask when recruiting talent to help you grow your business?**
- ✓ **How do you inspire clients, coaching students, and employees to**

- demonstrate the greatness inside of them — for the best results for them and you?
- ✓ How do you translate face-to-face and in-person sales skills into winning copy, fast?
- ✓ This one got a surprising answer: What's the difference in head game between the world's most successful companies, and those that never make it to the top?

This was an unprecedented opportunity to get the combined wisdom of all these Titans to open up and riff off each other. And it was a fitting end to two-days of incredibly transformative, profit-generating direct response marketing content...

Now — Here's How To Get Your Copy of the Titans DVDs... (PLUS A Huge Package of Bonuses!)

Finally, into the pitch!

I've spent considerable time and space here revealing everything discussed from the stage at The Titans of Direct Response. In part, because I do have an interest in — and a lifelong commitment to — sharing the world's most effective direct marketing principles, strategies, and techniques with the world.

But also, because in sharing even so much, I hope to show you how much you missed out on by not being there. [Here's the transparency mentioned above.](#)
[Everyone reading this knows it's a pitch, so no need to cute.](#)

However, if you weren't there, you have **one more opportunity** to experience it all...

We've done an initial run of 450 copies of the DVDs. They feature every talk I've discussed here. The full two days of The Titans of Direct Response event.

About half of those DVDs are already gone — And the rest are going fast!

While the remaining copies from the initial run are still available, I'd like to make a special offer...





Please Let Me Know Where To Ship Your DVDs...

I'd like to send these DVDs to you right away.

I'm not going to play games with you with artificial value builds and price drops. If you're a serious, sophisticated direct marketer, you know this is priceless content — worth every penny I'd ask for it.. *Again, I know you're a direct marketing expert, so my Jedi mind tricks won't work on you.*

➔ Your investment in the DVDs is \$2,000. And you'll have 60 days to be totally blown away by them, or you'll get a prompt and courteous full refund.

I personally stand behind the quality of EVERYTHING having to do with The Titans of Direct Response. Your satisfaction is totally guaranteed. If for any reason you decide within the next 60 days that the \$2,000 isn't an incredible investment for such valuable resources, again, let me know. *Would a guarantee around business results be better? e.g. If you don't learn something that will double your business...*

Contact me directly at Brian@BrianKurtz.me. Or by phone at 203-557-8933.

This is a very nice, personal touch.

I'll let you know how to return the materials, and you will receive a prompt and courteous full refund of your deposit.

[Click Here To Get Your Titans DVDs](#)

**Remember, Your Review Copy of the DVDs
Also Comes With These Bonuses...**

At no extra cost to you, you will also receive...

- ➔ **The "Greatest Hits of Direct Mail" library of 1-million-plus-mailed control packages — over 800 pages of the greatest copy ever written...** I believe you can learn more by studying great copy than almost anything else. This is the work of the masters. Control packages that mailed at least a million pieces each, going back more than two decades. Featuring Gary Bencivenga, Clayton Makepeace, Jim Rutz, Jim Punkre, Mel Martin, Gene Schwartz — AND our current "Mount Rushmore," Eric Betuel, David Deutsch, Arthur Johnson, and Parris Lampropoulos... Together, these controls represent over 1 billion pieces of profitable direct mail!
- ➔ **Plus a collection of exclusive Dan Kennedy resources he put together just for The Titans of Direct Response, to multiply the value you get out of his presentations...** An exclusive sample book of ads, sales letters, VSL scripts, and more, each worth from \$1 million to \$50 million to his clients — that he used as part of his presentation on The (Secret) SUPER-Psychology of Direct Response, covering the seven imbedded commands and behavioral triggers that he uses in every pitch and presentation... Plus a copy of his 'Eleven Agreements' that outlines the ladder agreements that must be established before a buying decision can be made (the basis for a \$3,000 seminar in itself)...

But let me make this even more attractive for you...

But wait, there's more! This is a classic way to build value. He's mentioned the product, price and bonus. Now he's overdelivering...

More "Attendee-Only" Bonuses I've Arranged for YOU...

Attendees of The Titans of Direct Response got so much bonus material, I actually got in a little bit of trouble with the bean counters helping me stay on budget. (That's the ONE problem with over-delivering!)

Many of these bonuses were originally meant as "attendee-only" gifts, and many will stay that way. However, I've arranged to include a few more with your copy of the DVDs, at no additional cost to you...

- ➔ **Two powerful and transformative interviews on building a world-renowned direct response business...** The first, a "tell all" discussion with Joe Polish into the history, success, and failures of our business — and you'll get the CDs plus transcripts... In the second, stories of the immortal Titan, Eugene "Gene" Schwartz — including Gene's unique approach to partnering

with clients to build each other's businesses to staggering new heights of profitability and success (Gene's unique business model revealed here is one to study for consultants and copywriters!)

- ➔ **The only public interview Gary Bencivenga ever conducted...** With Ken McCarthy, for his System Club — and prior to the "Bencivenga 100" event. The only other recording of Gary — of his seminar — goes for \$5,000. This one is only available to System Seminar "graduates" and Ken's private System Club members... Yet Ken and Gary have granted special permission for me to give YOU copies as well... (One young copywriter I spoke with said this is his most valued CD — and the foundation for much of his first decade of success in direct response.)
- ➔ **PLUS, a rare Gene Schwartz video presentation...** Your chance to see the master at work! You'll get a special "Titans Edition" DVD of a live presentation Gene gave at Rodale, where he revealed his daily habits and processes for creating multimillion-dollar sales copy.
- ➔ **A Gary Halbert collector's item...** There's no doubt in anybody's mind that Gary qualified as a true Titan of Direct Response. And he was hugely influential on my thinking, and on how we operated our business. And so — to make sure he was represented here — I reached out to his sons for a special "Titans" edition of a Gary Halbert resource that features both Gary AND many of the Titans we featured on stage.
- ➔ **Due to popular demand: MP3 audio of the Titans presentations!** Okay, this is not quite an "attendees-only" bonus. In fact, it's a "DVD-only" bonus instead. A lot of folks asked about getting audio of the presentations, in addition to the DVDs. And so we've put the MP3s of the presentations on CDs and will include them with your DVDs. If you have a MP3-enabled CD player, you can play them directly off the CDs. You can also transfer them easily onto your smartphone via your computer. Either way, if you prefer to listen, we heard you and have you covered!

Each and every item, worth the cost of the DVDs. One attendee commented at Titans that he'd never before been to an event where, in digging into his giveaway bag, every item he pulled out could easily pay back the cost of the event. That's what to expect from each of these giveaways.

But don't take my word for it...

**Titans and Attendees Alike
Sung The Praises of This Event...**

After the event was over, **Dan Kennedy**, in typical Dan style, sent me this card via FedEx...

In case you can't read Dan's chicken-scratch, that's "Brian, you pulled off THE event of [the] year — decade — Thanks for involving me. Dan"

This comes from an A-list marketer and seminar promoter in his own right. A man who could argue claim to that title himself, between his two big events per year, plus a number of smaller private workshops.

And the high praise kept rolling in...

Greg Renker, of Guthy-Renker, sent this...

Dear Brian,

Boy, did you pull it off!

I was so impressed with the quality of your entire conference, and each and every aspect of it was so professional...

I can't wait to get the tapes, audio or video, of the presenters...

Thank you again for inviting me; I had a lot of fun!

Sincerely,

Greg

Even Greg Renker, with his \$1.8 BILLION per year direct response company, thinks it's worth taking the time to watch these DVDs. Surely you, too, could get some valuable insight from them?

And I assure you I'm not just sharing the next couple because of their praise for ME — I want you to look past that (as much as it makes me feel good) and recognize that their praise really only came about because of the event I was fortunate enough to put together.

The man I and many others believe to be the world's greatest living copywriter, **Gary Bencivenga**, wrote...

Congratulations, Brian!

You did it — with grace, style, warmth, and wit...

It was truly a great event, and I'm honored to have played a part...

You can be very proud of yourself, Brian. You pulled it

you can be very proud of yourself, Brian. You whacked it out of the park.

All good wishes...

Gary

Marketing genius **Jay Abraham** wrote in admiration of the lineup of speakers I was able to pull together...

I am exceedingly proud of what you engineered. You should be exceptionally proud of yourself. YOU have established a world of respect, trust, admiration and rock-solid friendship (besides professional respect) from some truly exceptional human beings.

Jay

Parris Lampropoulos, one of today's "Mount Rushmore" of top copywriters wrote...

Brian,

Thank you for having me be a part of this amazing event.

Alexi was asking me how the hell you pulled it off — not only getting a lineup like this, but also the fact that most of the speakers stayed for the entire event.

My answer was, "because it's Brian."

You are not only a Titan of Direct Response but also a Titan of a human being.

Parris

Copywriter **Richard Armstrong**, who didn't speak but who I've worked with for a

long time, sent this...

Congratulations on a magnificent event, Brian. Along with the Bencivenga 100, I'd have to say those were the two best conferences I've ever attended. It won't be possible to put on anything better until the world grows another generation or two of direct-mail geniuses!

Richard Armstrong

Direct response radio Titan Fred Catona wrote...

Brian...

Seriously... You over-delivered to your attendees — I heard from people it was the best seminar they ever attended.

Everything just right...

Best,

Fred

And here are some additional notable testimonials from the attendees...

Namita R Titans



Namita Ramani

Founder and CEO, Salony Creations

Eric D Titans



Eric Douay

Payment Solutions Expert

*A leader in marketing communications
and media in the Middle East*

Marc A Titans



Suzanne E Titans



Marc Aarons

Digital Marketing Strategist

Suzanne Eastman

Vice President Brand Leadership

Beachbody LLC

Brian,

Here's my deepest thanks for two value-packed days that built me and everyone else up in ways we didn't even expect. One of my favorite landmark teachings is to leave everyone you meet bigger than they were before they knew you. You did that and empowered everyone in attendance to do the same.

My copywriting career grew by undeniable leaps and bounds...

With gratitude,

Julie Hassett

Brian,

You put on one hell of an event! (For once, an event that lived up to the hype!) Your generosity and the mood you

created lifted that room and every attendee and speaker to a special place that I was thrilled to be a part of...

Little did I know how much more I would get out of it than I ever expected... It was eye-opening and inspiring and transformational for me. And I thank you for making that moment possible.

All my best,

Cindy Butehorn

Hey Brian,

I'm sure this is email #10,000 or so thanking you for putting on such an amazing event... But I want to add my voice to the multitudes, too.

Honestly, that was by far the best large event I've ever attended. Frankly, the swipe files alone were worth the price of admission. Not to mention the lineup...

In fact, I think this event alone will add \$100,000 to my bottom line over the next 12 months. And that's just for starters...

Not to mention what my new-found knowledge will do for my clients.

So again, THANK YOU for putting together such an amazing event.

Warm regards,

Paul Martinez

Hey Brian!

I just wanted to thank you again for a wonderful event. Marty and I thought it was one of the best events we've ever been to... on many levels!

ever been to, on many levels.

Your pal,

Joe Barton

Hi Brian,

Thank you for the Titans Conference. Beyond the loads (and loads) of valuable "swag" I brought home, every minute was packed with incredible information. You put together an amazing group of speakers I never thought I'd see at all, let alone together. I took away a wealth of knowledge from each and every expert — from a whole new reading list to renewed motivation and actionable strategies and advice. I feel reinvigorated, inspired, and grateful — what a shot in the arm!

Thank you!

Jennifer Petronis

Hey Brian,

What a fantastic conference — I don't go to many conferences any more, but this one was worth it 100%.

Marc Stockman

Hey Brian,

Just want to take a quick sec to drop you a sincere and heartfelt thank you note. Don't know what I could possibly say to you, to convey what a great job you (and your team) did at Titans. But my hat's off to you, my friend!

My wife... Soon to be born Baby J... And I... Sent you and

your team a gift to express our appreciation...

Anyway, thanks again!

Titans... Titans... Titans!

Wes Murph

Brian NAILED IT.

It was incredible from end to end. And I mean, un-fricking-believable, write-about-it-at-2-in-the-morning, once-in-a-lifetime good.

Everything was there: the content, the speakers... A suitcase-full of bonus materials and so on...

Congratulations, and thank you for the opportunity to be there.

Sebastien, The French Marketer

P.S. — You might not have overheard this comment, Brian, but Ken McCarthy called it "the seminar of the millennium", and I think he's done quite a few of those. :-)

Brian,

Coming out to the event was the BEST decision I have made in a long time.

This event was life-altering for me, and I say that without a single ounce of hyperbole. The insights, distinctions, ideas, and action-items I gained in every single session far outstripped any other entire event I have attended. In fact, you may have now ruined all other events for me...

Ray Edwards

So I just got back from Titans of Direct Response the other day. And let me tell you... Man, this thing was EPIC.

My good friend Brian Kurtz put on an event that people are going to be talking about for the next 20 years.

Ryan Levesque

Brian

I've been coming to marketing events for 15 years and this was the best event I've ever attended. No event was run better, had higher quality speakers, or provided more in-depth, actionable information. You did a marvelous job. I can't say enough about it.

John Rinaldi

Brian,

This conference rocked. I hope you have no doubt of that. It was "extraordinary and exceptional" on steroids and truly will never be repeated.

My deepest thanks and love,

Karen Anderson

Brian,

I am so proud of you! This conference was phenomenal!

I am so proud of you! This conference was phenomenal!

Value cannot be placed on the Titans talks... Priceless!

And it is exactly what I needed in terms of motivation. I was asking for inspiration on how to move in a new direction, and this conference has filled me with ideas and inspiration. Now... I just have to focus on the red shirt.

Here's to all the best happiness and success for your exciting new future!

Vicki. S. Moffitt

And the praise went on and on. I don't want to bore you with it here. But within days, I literally had a printed "book" of testimonial letters I've received for the event. And the positive feedback keeps coming in — from speakers and attendees alike.

If you want to know what specifically you need to do in your business and your marketing to move ahead — not backwards... To win more tests, and win bigger... To boost profits... To enjoy more success and even more freedom... You should be confident...

Smart Investments In Your Marketing Education Pay Off BIG!

Every year, I personally spend over \$70,000 on my direct marketing (and business) education. This includes coaching, masterminds, books, DVDs, CDs, newsletters, and more.

The key: Making sure my "life tuition" pays me back many times over — and I can assure you it does every year.

And the first step is to take at least one takeaway from every event or product and test or implement— one that will return my investment many times over.

➔ Every time I attend my friend Joe Polish's "Genius Network Mastermind," he insists we walk away with at least one idea worth \$250,000 (10X our original investment) from the very first (and every subsequent) meeting.

• In "Strategic Coach." Dan Sullivan gives us the tools to 10X our

- businesses...and again, it's not always just about "10X'ing the money." We're fine with "10X'ing the impact" too.
- And in Jeff Walker's "Platinum Plus Mastermind," the most prolific online marketers in the world push each other to one million dollar plus launches over and over ...and to achieve at the highest level...making sure everyone's business lives up to its full potential.

I know that on every one of the 12 discs that make up the Titans of Direct Response DVDs, there is at least one takeaway PER SPEAKER that will give you a 10X payback on the whole thing... Although that would be the absolute minimum.

That is, I'm confident that the return on investment on the 12 DVDs will only be a piece of that payback... Wait till you dig into the other giveaways (1,000+ pages of swipe files, interviews and transcripts with Titans of direct response past and present, and more)...

I Don't Think I Am Exaggerating That You Will Probably Get 100X Your Investment In This Package Over Time...

The "tuition payment" for the DVDs is a fraction of what those masterminds and workshops cost me—that's for sure!

If you make it a point to learn and use what you see and hear, this package of materials is pure gold.

If you're the type of person who buys expensive marketing courses and just dreams about what could happen if you're ever successful, you'll find the DVDs to be expensive entertainment. Good entertainment, yes. But the same \$2,000 could buy you more than 15 years of Netflix entertainment, if that's all you're after.

However, if you're a doer, you're going to find a \$20,000+ idea here... Another \$20,000+ idea there... And another \$20,000+ idea over there...

And then the only variable to how much these DVDs and bonuses will be worth to you is how much you implement (i.e. how you flex your doer muscles).

Further, because these are NOT flavor-of-the-day tactics but timeless direct marketing principles and strategies... "Do this, not that," lessons that will continue to bear fruit for decades... These ideas will continue to pay back year, after year, after year, for the rest of your life.

Now it's your turn to experience it and let me know what YOU think...

Try it ALL for Yourself, For The Next 60 Days...

This is the idea of the guarantee I was suggesting above...
satisfaction guaranteed is weak because everyone does that,
but 100x your career and business is strong!

It's up to you. Take the next 60 days to review every minute of the DVDs, printed materials, and audio bonuses...

And decide for yourself that this is going to be worth not just the \$2,000 initial investment, but 10X or 100X that (at least!) to your career and business.

If you don't think so, or don't find yourself fully satisfied (for any reason), you get a prompt and courteous full refund.

Simple as that.

There are very few events that qualify as "once in a lifetime" events. Fewer still that get that level of praise from the A-list speakers and attendees who were there, and who said so much in their testimonials above.

Short of actually having attended, at the very least you want to be able to say, "I know! I own the DVDs!"

This is your chance.

I encourage you to act now, and start putting these Titan-level direct response knowledge, wisdom, principles, strategies to work in your business.

Warmly,

Like this P.S. reveals, lots of people scroll all the way to the bottom...
so the job of a PS is to get them to go back and read the body copy.
Maybe this could have been more specific to make it even stronger?
For example, "At Titans Dan shares his 7 Dark Arts of Persuasion...
"I literally give you Dark Art #4 right in this letter. Scroll back up and see for yourself
if you want to learn how to take your marketing from ho-hum to humdinger!"

Brian Kurtz

P.S. — For those of you who scroll through the entire letter to get to the P.S., what are you thinking? In this letter, I revealed many of my top takeaways from Dan Kennedy, Gary Bencivenga, Greg Renker, and all the other Titans on stage. Even if you don't take me up on my 60-day no-risk, no-obligation offer to review these DVDs for yourself, go back and read the entire letter. It's a direct marketing education in itself!

P.P.S. — I'm not interested in being in "The DVD Business." I've printed 450 copies of the Titans DVDs, and they're about half gone as this letter goes to press. I have a

number of A-list marketers who are going to be sharing this offer with their followers, and those copies may go very fast. If you're serious about standing on the Titans' shoulders, and getting all their "Do this, not that" wisdom that will lead to higher response, higher profits, and more business success... Don't wait.

[Click Here To Get Your Titans DVDs](#)

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