

A brash, revolutionary marketing millionaire-maker asks ...

“Are YOU unknowingly operating a HALF business?”

If ...

- 1** You are very unhappy (maybe even disgusted) with the money your business is bringing in right now
- 2** You would be thrilled to do LESS work—especially less HARD WORK—but make MORE money
- 3** You hate “cheapest-price competition” and want to sell your products or services at their full and fair value, without losing business to undercutters
- 4** You know you’ve got a truly outstanding product or service, but the marketing processes you’re using right now just aren’t working as well as you need them to

... then the answer is very likely YES.

Too many business owners and sales and marketing professionals are killing themselves to generate more cash using all the wrong methods that the so-called “experts” have convinced them are right.

If you are one of them—or if you just know in your heart that you should be making more money and having a better time doing it—then this could very well be the most important letter you will ever read ...

Dear Friend:

You’re busy and I’m busy, so let’s get right down to it:

You want your business to make more money.

You’re not working for your health, right? *Profits* are what this is all about. Profits—enough profits—are what allow you to do what you really want to do with your life. Spend time with your family, take
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great vacations, live in a home you love, travel in style ...bring your own personal definition of what “success” means to full-color, three-dimensional life.

If you want to create the kind of business that generates monumental profits *and* gives you a great lifestyle, this will be the most important letter you’ll ever read!

Hi, my name is Joe Polish. You may not have heard of me before, but I am not new at helping business owners take their businesses to an entirely new level of success. In fact, one of my dramatic “success stories” happened a few years ago and illustrates what my strategies can do for you right now:

Bill Phillips is the author of the mega-bestselling health and fitness book *Body for Life*. You’ve seen it—it’s the one with all of the incredible before-and-after pictures on the cover of people who’ve totally transformed their bodies.

Bill had a great profitable business going. His business was already making over \$60 million a year, but he knew he could do even better. Though most people would be more than satisfied with that level of profitability, Bill was driven to take it to a much higher level. He wanted to double or even triple his business. That’s where I came in.

Bill had heard about me, my system, and the transformations my legendary “Piranha Marketers” had experienced. So he contacted me and invited me out to Colorado to advise him. “Sure,” I said. “*But it’ll cost you \$4,000 a day.*” That was my rate at the time. I later charged him \$10,000 a day for consulting. I’d never asked for that much for just one day’s consulting, but I was in the mood to up the ante. Plus I knew I was worth it. He didn’t blink, so off I went.

I’ll give you all the details of our get-together in the *Piranha Marketing* program I’m going to tell you about in a moment. Long story short: By applying some *extremely* (you might even say *radically*) simple techniques we discussed that day and in subsequent meetings, Bill’s business gained an invaluable amount of fame, AND jumped into the *\$200 million-a-year* range with head-spinning speed. As you can imagine, Bill was extremely grateful for my helping him more than TRIPLE his business. He even gave me a brand-new Jaguar convertible as a thank-you gift!

Bill is just one satisfied client of the many thousands I’m proud to have worked with. Over the past 10 years, I’ve received countless letters just like this one:

“Piranha Marketing has helped turn my business and life around. I went from struggling and almost out of business last year to making \$327,000 net income this year, thanks to the incredible secret strategies Joe Polish revealed to me. I now own my dream home and a hot tub, and drive a Jaguar convertible.” -Dave Keiter, Kearney, Nebraska

The Nightingale-Conant programs that have caught your eye in the past tell me that, like Bill Phillips and Dave Keiter, the way you make money is through customers—those you have now, and those you want to get.

That being the case, I know you've got some kind of marketing process in place. Techniques that you've been relying on to promote your business, keep your current customers buying, and bring in new buyers that will keep your numbers going up. But let me ask you a critical question.

How well are those techniques working for you?

If you're still with me, then I have the answer I was looking for: Not as well as you'd like.

And as a matter of fact, I have the answer *you're* looking for too. The answer you may not even realize exists. The answer that will increase your profit margin to widths unimagined, and give you something even more important in the bargain—your LIFE back.

Okay, okay, I know I just made a big production before out of Profit being King. But let's face it: What would *really* be nice is if you could not only be making huge amounts of money in your business, but be doing it WITHOUT expending an exhausting amount of time and energy in the process—while at the same time, genuinely enjoying every minute of it.

If, in other words, your business was EASY, LUCRATIVE, and FUN.

Impossible? Not from where I'm sitting, i.e. atop an Easy, Lucrative, and Fun (“ELF”) business that used to be anything but that.

What's more, I personally know thousands of other individuals who—with amazing speed and unbelievable ease—have turned their businesses (mom-and-pop, multinational, and everything in between) into profit-generating machines that operate at full tilt 24/7, even though they only work half as much (or even less) than they used to. And I know exactly how they did it.

How do I know?

**Because I *showed* them how to do it.
And I'm about to show YOU how to do it too.**

Before we go any further, there are two things you need to know about me.

The first, less important one is that many very smart people consider me an incredible marketing consultant. Many even call me a “genius.” Bill Phillips is just one famous name on my illustrious list of clients and associates.

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People pay me ridiculous amounts of money (I consider \$10,000 a day pretty ridiculous—though you won't catch me turning it down!) to give them marketing advice. These aren't stupid people. They are big-time, big-name movers and shakers with a lot of experience and success behind them. And they pay me gladly, for one reason only: The stuff they learn from me translates into profits for them that make \$10K look like nothing.

I tell you that because in a world full of charlatans and scam artists, you need to know you are dealing with someone legitimate, highly respected, and trustworthy. But I don't expect it to impress you.

Here's the information you're *really* going to care about:

I didn't start out as a flashy speaker long on charm but short on substance ... or a "Marketing Expert" with a fancy MBA and a briefcase full of untried theories ... or anything else so removed from the real-world issues you're dealing with every day. In fact if someone had told me 15 years ago that I would be writing a letter like this, I would have fallen over laughing.

I started out as a modest small-business owner just trying to make a go of it, in a situation you might be able to relate to.

I knew I had a great "product," better than my competitors'. I had great training, great credentials, and people who loved the job I did for them. And I knew that I should be making more money selling this great product. But that wasn't happening, and I didn't know why.

So I did all of the usual by-the-book stuff. I tuned into some of the so-called experts out there and tried the techniques they were peddling. I hired an ad agency and spent money I didn't have on splashy advertising, money I never recovered. I worked day and night to make my already-excellent product even better.

At the end of the day I was killing myself financially, physically, and emotionally for my business. Yet I wasn't even making enough money to keep my head above water. I was ready to throw in the towel and close up shop.

Fast-forward one year:

I still had my business. I'd cut my hours way down, and I was having a ball every working day, really enjoying myself. The kicker? I was making \$125,000 per year.

Today, that sounds like a small sum to me. But for a guy who had been dead-broke, with next-to-NO net income to speak of, and living entirely off credit cards just a few months earlier, this was unbelievable, undreamed-of money. And it was only the beginning. A drop in the bucket compared with what the next year brought, and the next, and the next ...

So what happened during that one fateful year?

I discovered the three secrets that changed everything for my business.

Your business might not be in the bad financial shape mine was. But maybe you can relate to the feeling of giving your all in exchange for disappointing returns. Or of hitting dead end after dead end in your efforts to successfully promote your product and generate the kind of cash you dreamed of when you first started out—the kind of cash you know in your heart you should be earning. Or of working so hard and so long, and being so tired and miserable, that the money isn't even worth it anymore.

If so, then you know just the point I was at back then, just about a decade ago. You've been there too.

I never would have thought that turning all of that around could be so easy and happen so fast, until I actually did it.

The **first secret** was that being good is just not good enough. Let me tell you, this was a tough pill to swallow. After all, I was raised to believe that good, hard, honest work is rewarded in kind, that if you do the best job you can, you'll get what you deserve. Weren't you?

But as you've probably discovered yourself (though you may not yet have accepted it) this just isn't true.

A bad product and lousy work will get you nowhere, of course. But even the absolute finest product in the world won't do you any good if you can't figure out how to get *lots* and *lots* and *lots* of people to buy it, love it, tell other people to buy it, and keep on buying it year in and year out.

Which brings me to the second secret that changed my business and my fortunes forever.

The business I was in back when I started was carpet cleaning. That was my little start-up. And naturally, I thought of myself as a "carpet cleaner."

Then one day I was hit over the head by the **second secret**: In order to attract the quantity and quality of customers a business needs to really explode, you have to make a paradigm shift and start thinking of yourself as a *marketer*.

That was what made the difference between people who have a great product but can't make ends meet and people with a good-to-great product who are rolling in dough. The former are furniture makers, or plumbers, or restaurant owners, or carpet cleaners. The latter are *marketers* of those products or services.

These secrets were like a launching pad for me. I reexamined everything I had done to promote my business up to that point through the lens of these two simple yet profound ideas.

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I finally saw that smart marketing was the key to everything I wanted. I also saw that most of the “experts” giving marketing advice out there *just didn’t get it*.

So starting from scratch, I completely reinvented my approach to advertising, acquisition, sales, customer service, follow-up, you name it. My product itself remained untouched—I knew it was good enough. But everything else connected to getting new customers and keeping current ones happy got a total overhaul.

I didn’t have much money to create or implement a new marketing plan. But what I lacked in funds I made up for in enthusiasm, determination, savvy, and the sheer reckless arrogance of someone who has nothing to lose.

That arrogance turned around and smacked me in the face more than once, in the shape of big ideas that backfired. But in the end, after a lot of testing, discarding, and retesting, I wound up with a streamlined collection of simple, low-tech, low-cost tools and techniques for promoting my business and bringing in new customers.

They were completely different from any of the sort of mainstream techniques and information I’d used before. In some cases, I was flying straight in the face of conventional wisdom. But since conventional wisdom had gotten me exactly nowhere before, I trusted my gut. And the results proved me right ...

The unusual marketing methods I had devised for myself were bringing me a flood of customers and revenue I couldn’t have anticipated in my wildest dreams!

I was on Cloud Nine. But it wasn’t just more people and higher profits that had put me there. There was another piece to the equation: I was actually having a good time. I felt relaxed, more relaxed than I had in years. I went to bed at a normal hour, woke up feeling great, went in to the office with a smile on my face that stayed there all day (an easy thing when you’re suddenly making more money in a month than you used to make all year!).

That’s because there was a **third secret** I’d discovered: A business that’s hard, annoying, and frustrating is no business at all, even if it’s lucrative. If misery and drudgery are what you’ve got, you might as well have a JOB and work for someone else.

I’d gone into business for myself to avoid all of that garbage. (Isn’t that why you did it?) So when I revamped my marketing methods, I did it with an eye on making my business easy and fun, as well as profitable.

I did that by systematizing my new methods. Making them AUTOMATED and AUTOMATIC, so that they’d be working for me—pulling in new business and making my current customers happy and sat-

isfied—even if I was taking a long lunch, a vacation day, or even just goofing off a little. And it worked like magic.

So there I was, a young guy in business for myself, bringing in tons of customers, making great money, and in possession of an amazing marketing system that I knew would only keep on generating higher and higher numbers of both. I was living the American Dream, and I saw myself sitting pretty right there for a long time to come.

Then something funny happened ...

Word of my sudden turnaround and fast rise to the top started to get around, and people wanted to know how I had done it.

One guy in particular, a friend who ran a business in another town, got me on the phone one day and asked a zillion questions about what I had done. He was a good guy, and I was happy to oblige. Two hours later, he told me that what I had told him was going to make him \$10,000 the next month.

He also told me that I should be teaching my “stuff” to people all over the country ... that no one was out there teaching marketing secrets like this.

I'd never thought about doing anything like that. But that phone call got my wheels turning. I thought about how much I had struggled before I created my system, and about how hard I had to work to discover and refine my methods. (The ultimate payoff was huge, but I'm not going to lie: getting them perfect took a ton of blood, sweat, and tears.)

What if I could spare people all that struggle and work, and show them how to go straight to the reward? I liked the idea. I wished someone had done it for me.

So I sat down and went over my entire business. And I discovered something that shocked me. I had assembled and was using 105 different and extremely powerful marketing strategies. Things like how to ...

- ✓ **Stop wasting money on flashy, pricey ads and quit being the prey of advertising reps who have no interest in seeing you make money**
- ✓ **Double or even triple your profits from the most inexpensive ads around**
- ✓ **Educate your clients so that they want to do business with you (My secret to this is incredibly powerful. It completely changes the way customers see you, talk to you, and deal with you.)**

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- ✓ **Keep your current customers coming back (They'll never go to another source for the product or service you provide—ever again!)**
 - ✓ **Get your current customers to be raving fans who refer you like crazy (Forty percent of your new customers will come from referrals if you use my methods. Imagine the money you'll save on acquisition!)**
 - ✓ **Get FREE publicity through radio, newspapers, and television**
 - ✓ **Say sayonara to high-pressure sales, and kiss cold-calling goodbye forever (You'll have potential customers calling you, not the other way around.)**

... to name only a very few. Using them as an integrated system, I had literally blown the lid off my own income. I was certain that even just one or two could add many thousands of dollars to anyone's bottom line.

A few weeks later, my suspicion was confirmed when my friend called to invite me to lunch. He didn't say anything when I sat down at the table. He just slapped two bank statements in front of me—one from two months earlier and one from the month that had just ended. They showed something absolutely incredible:

**a whopping 652% increase in his income—in just 60 days—
using just the five simple marketing secrets I'd shared with him**

Now a 652% income jump may sound too good to be true to you. And even though it IS true, I don't know that you'd have exactly the same amazing results after using my methods for just two months.

But what if something less dramatic happened? Stop for a minute and think about how, say, a 200% increase in income would change your life ... or a 100% increase? What if your monthly income increased by just 50%? That's extra money, more money than you have now, money I'll bet you're coming up with uses for at this very second.

And we're talking about applying only five simple strategies and waiting two months to see the results. Make it six strategies, or 10, or 20, look down the road a year or two, and ... well, you can do the math!

But it wasn't just the money my friend was ecstatic over. It was what I'd experienced myself: the lifestyle change. The newfound enthusiasm. The freed-up time. The peace of mind. The absolute FUN of owning and running a business that he'd always heard about and hoped for but had pretty much given up on ever knowing.

It didn't take long for his incredible story to spread—first within our industry, and then well beyond it.

From an “ELF” to a PIRANHA

Have you heard that expression, “*Life is what happens while you're busy making other plans?*”

While I was making plans to become the wealthiest marketer of carpet-cleaning services in the country, the unconventional, home-grown marketing methods I developed to make that happen ballooned, snowballed, and otherwise exploded into a business all their own.

Apparently the idea of running an ELF business—easy, lucrative, and fun—struck a universal chord. No surprise there, right? And when people applied my simple, inexpensive methods and discovered how quickly and fantastically they made that happen ... well, they didn't keep their secret to themselves.

Pretty soon, I was bombarded with requests for my system. And as quickly as I delivered a speech or sent out a packet of information, the success stories came back in. What had happened to me was happening to people all over the country. They were taking floundering, failing businesses to the heights of profitability with ease they couldn't believe, and loving every minute of it.

The whole thing finally got so big that I had to give it its own name and its own company. And I had to shift my paradigm once again: I'd now become a marketer of marketing ideas—ideas that enabled entrepreneurs to create an Easy, Lucrative, Fun business and at the same time, *eat their competition alive*.

So Piranha Marketing was born.

Today, thousands and thousands of people all over the country and the world have completely transformed their businesses and lives using the Piranha Marketing methods.

People regularly pay up to \$1,497 for our comprehensive Piranha Marketing system, which includes my 105 awesome, guaranteed marketing methods, plus all kinds of other goodies.

Every year we hold a “Boot Camp” out in Arizona, where people pay \$1,597 to spend three intensive days learning and mastering these techniques and hearing from some of the greatest, most successful marketers in the world.

We even offer an extraordinary \$10,000 per year Piranha Marketing Program Membership. This select “inner circle” is growing every year—with almost no drop-off! People don't just pay \$10K to join once. They pay it again and again, year after year. The information they get in return is *that good, that worth it*.

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And then, as I've already mentioned, there are the true believers—the multimillionaire CEOs and CFOs and industry leaders who pay me \$10,000 PER DAY to teach them my methods. I've even been paid as much as \$60,000 for a one-day presentation!

**But we have NEVER offered anybody, anywhere,
what I am about to offer YOU.**

For years, I've listened to and learned from Nightingale-Conant products. Some of their most popular authors—including Brian Tracy, Dan Kennedy, Robert Kiyosaki—have been guests and guest speakers at my Boot Camp.

Recently, one of my ambitions was realized when I hooked up with Nightingale-Conant to create a completely new program that would showcase the absolute best, most powerful, most effective Piranha Marketing techniques, strategies, and methods.

We did it, and the result is nothing short of mind-blowing. It's called *Piranha Marketing: The Seven Success Multiplying Factors to Dominate Any Market You Enter*.

My partner in this venture is Tim Paulson— a genius marketer in his own right who is well-known as the “One-Hundred-Million-Dollar Man.” Why? Because as the former vice president of the gigantic Hair Club for Men®, he helped Sy Sperling (“*I'm not only the Hair Club President, I'm also a client*”™) build that company from a small mom-and-pop organization to an international powerhouse raking in a hundred million dollars a year.

Tim knows firsthand what it takes to take businesses and lives to the next level, and he's one of the most amazing and compelling speakers and consultants you'll ever hear or meet. He has been a highly sought-after consultant for a variety of industries and knows how to trigger great response from marketing in the real world.

Tim is also a prolific author (he's written several industry-specific books and has authored several audio programs) and is an exciting and prodigious personality you're going to hear from again and again and again. As the vice president of my company, Piranha Marketing, he has helped me to take my amazing ELF marketing principles to people all over the world. You will love Tim's unique perspective and ability to clearly articulate the message that so many people are desperate to discover: ***how to make more money, in easier ways, while working less!***

Together, he and I have packed the 16 audio sessions of *Piranha Marketing* with the ultimate, cream-of-the-crop information you need to blast your business into a whole new stratosphere of profitability and fun—while cutting the time you spend actually working on your business way, way down. People pay us \$700 ... \$1,000 ... \$5,000 ... \$10,000 to learn about our radically different, massively effective marketing methods. For just a tiny (TINY!) fraction of that, *Piranha Marketing* will give YOU the very best of what we give them, including ...

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- ✓ **How to permanently eliminate the need for face-to-face selling** (Do you hate it? Most people do. But there's an easy way to never have to do it again—and have MORE customers than ever!)
 - ✓ **The one question you MUST be able to answer if you want to excel—and the one answer that's not good enough** (even though it's the most common)
 - ✓ **How to quickly, easily find the “starving crowd”** that's clamoring for the exact thing your business can offer
 - ✓ **The conveyor-belt process that will make your advertising operate like a well-oiled machine—no manual marketing labor required**
 - ✓ **The key to zeroing in on thousands of motivated, qualified prospects WITHOUT cold calling or wasting \$\$ on ads**
 - ✓ **How to dominate your industry and effectively become the only provider of your particular product or service** (I don't *want* any competition! How about you?)
 - ✓ **The amazing sales force that will work for you 24 hours a day, seven days a week, for FREE** (People hate dealing with sales people—but they'll LOVE yours!)
 - ✓ **How to reach more people in one hour with one phone call** than you could normally reach all year
 - ✓ **The \$80 investment that generated \$8,000 of business in one week** (The owner did practically nothing to rake in that cash. His unbelievably easy strategy can work for you, too—you can copy it almost verbatim!)
 - ✓ **The brilliant way to instantly differentiate yourself from your competitors—and immediately increase your average sale, your perceived value, and your conversion rate**
 - ✓ **The second-worst offer you can make** (The first one is so bone-headed, I don't even need to mention it. Unfortunately, the second one is made all the time, by otherwise smart people.)
 - ✓ **How to create a powerful sense of reciprocity and make people feel they must give you their business—without being manipulative** (If there's anything I hate, it's manipulative, sneaky, unethical marketing practices. That kind of underhandedness is TOTALLY UNNECESSARY, and you'll earn many times more loyal, happy customers without it. You won't find any of that nonsense here.)
 - ✓ **The secret to overcoming potential prospects' strongest aversions—and transforming those aversions into your most powerful marketing magnets!**

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- ✓ **How to build rock-solid customer loyalty by controlling this one simple thing**
 - ✓ **Four habits that will make people far more likely to refer you** (WARNING: You won't be respected or trusted without them, so you'd better be sure you have them.)
 - ✓ **Everything you need to know—but never learned—about generating referrals: *when* to ask for them, *who* to ask for them (hint: NOT EVERYONE! I'll tell you how to ID the right customers for referrals), and *what* to give them as a reward—very surprising!**
 - ✓ **The marketing vehicle you should eliminate today and never return to** (Oh, the mainstream marketing books love it and tout it, which is probably why you use it. But it's a tremendous money waster that does nothing but drain your resources. My infinitely cheaper, smarter counterpart costs almost nothing to produce and will make hundreds of times more money for you, I guarantee it!)
 - ✓ **The practically FREE thing you're probably not doing that is costing you HALF your profits** (This is the trick that put a smile on bestselling author and millionaire entrepreneur Bill Phillip's face when he wrote me a \$10,000 check for one day's work. It's how Piranha Marketing, Inc., makes 50% of our profits. It costs next to nothing, NEXT TO NOTHING, in money or effort. Yet the cash it generates is incredible. I'm always amazed when businesses don't do this. But so many don't. Just wait until you hear what it is. You'll start doing it the very next day. And the cash will start rolling in almost as fast.)
 - ✓ **All seven of Piranha Marketing's Trademark Processes for transforming your business without breaking the bank (or even really tapping it!), including the "Happy Client Experience™," the "Champion Creator™," the "Maintenance Money Machine™," and the "No Staff Selling Machine™"**
 - ✓ **The Number One way to create an immediate cash flow surge** (Without a doubt, the most lucrative information in this entire system. This little section alone will recoup the cost of the program—hundreds of times over! Prepare to be astonished, then thrilled, then dying to get back to the office so you can put it into place.)
 - ✓ **BIG RED FLAG: the type of person you CANNOT afford to sell to and why** ("Customer is King"? Uh-uh, don't buy into that tired old cliché. There are plenty of people your business can live better without. We'll also tell you what to say when someone gives you the old, "I can get it cheaper down the street" line. You won't find our response in most marketing books. But it's a whole lot better for your business than what they say.)
 - ✓ **How to create lifetime value out of each and every customer you bring in** (Bringing in new customers is a pain, and it can be expensive one. But the customers you already have are a real gold mine, and we'll tell you the unheard-of, seldom-practiced secrets to getting the most out

of them. Once you start putting these secrets into practice, your back-end customers will do almost all of your front-end acquisition for you. Ours do! And it's not manipulative trickery on your part. They'll *want* to help you make money. They'll be *begging you* to let them help you make money—it's a true win-win. Believe me, this is the cornerstone of my business. It will change everything for you.)

- ✓ **And way, way, WAY MORE. Dozens and dozens more ideas, methods, tricks, tips, techniques, strategies—none of them confusing, expensive, or time-consuming, ALL of them GUARANTEED to add big dollars and cents to your bottom line and create an “ELF” business**

And let me add this: **There isn't a single idea in this entire program that I am not currently using and profiting from myself in my own business.** If I haven't discovered FOR SURE, through my own personal testing, that something works and works extraordinarily well (i.e. brings in cash and cuts down on effort), then I don't include it in my system. That's why I'm able to stand behind every method with total confidence and offer the kind of iron-clad guarantees that I do.

As I said way back in the beginning of this letter, I'm no theorist. I'm a realist. And what I'm giving you is real information that is going to bring you real results.

Are real results what you're after? Has anything I've said here resonated with you? Are you ready to take a chance (though not much of one, since there's absolutely NO RISK involved) on some innovative, highly unusual marketing methods that might just do for you what they've done for thousands of others—create a business that's EASY, LUCRATIVE, and FUN?

Then grab a pen, pull out the order form enclosed with this mailing, and **order your 30-DAY FREE TRIAL of *Piranha Marketing* right now.**

Did I say “30-DAY FREE TRIAL”?

Yes, I did. And that's not for a lousy, chopped-up sampling that doesn't give you any real meat. You'll get the whole nine yards, including:

- 1) **SIXTEEN DENSELY-PACKED, SUPERCHARGED AUDIO SESSIONS** on CD, (since you're going to want to listen all the time: commuting, working, relaxing, wherever.) In these sessions, you'll hear Tim and I revealing, in vivid detail, strategy after method after secret after technique. Not just what they are, but what you need to do to put them into practice in your own business IMMEDIATELY. Believe me, there's no “second step” here. We've designed this program so you can go straight from listening to doing to benefiting. We'll also give you real-life stories (fun, exciting stories—you'll love them!) of Piranha Marketers from all kinds of different industries and income levels who are using this information to live the Dream right now. Talk about inspiration. Talk about motivation!

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2) **THE PIRANHA MARKETING WORKBOOK**, filled with an amazing amount of practical, usable information. We include concise, right-to-the point questionnaires and assessments that will help you get a firm, clear handle on where you are in your business, where you want to be, and what needs to change to facilitate that leap. It also includes—the best part, by far—a CD-Rom which features our extraordinary “**Marketing Tool Kit**.” This is a collection of dozens of letters, ads, postcards, flyers, phone scripts, e-mails, website promotions, and all kinds of other marketing message vehicles that have been successfully used and proven by marketers all over the world. It’s all here, ready for you to model and use. This takes all the grunt

work out of creating new marketing materials. Need an ad? Like an idea you hear in the audio sessions but don’t have the time to “get creative”? Review the CD-Rom, choose what you need, drop your specific information into the template, and bang, it’s done. They’re all PROVEN. They all WORK! It’s a true no-brainer. These are a big part of why *Piranha Marketing* enables you to move the ideas you’ll discover right to the marketplace—and start raking in the resulting cash—so quickly.

And not for nothing, this is one beautiful-looking program. You’ll love to have it displayed right out where everyone can see it. Does that really matter? I think so. Personally, I like things that look good and are high-quality inside *and* out. If you’re like me, then you’ll be doubly delighted with what you receive.

What happens if what you hear falls short of all I’ve promised you today? Send the program back at the end of your 30-day FREE-trial period. You’ll have paid nothing. You’ll owe nothing. And no one’s going to give you any hassle. Just a polite, sincere “thank you” for your time.

It’s one of the reasons I was so excited to work with Vic Conant and the Nightingale-Conant team. When it comes to guarantees, we’re of the same mind: Make it absolute and make it easy.

If you *do* want to keep *Piranha Marketing*, just pay the invoice and it’s yours. If you’ve implemented any of the strategies you’ll have learned by that point, you’ll probably have recouped the cost of the program (and much more) before the invoice is even due! From there, it’s only going to get better, believe me.

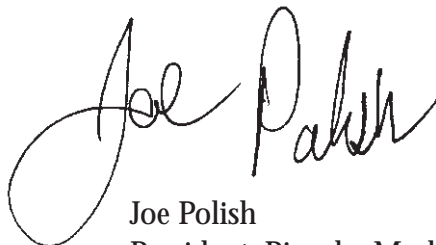
You own (or want to own) your own business. You have developed valuable skills, and you do good work. You SHOULD be very well paid. Taking home more money than you need every week. Investing for future financial security.

If that's not happening, and you turn your back on this offer, then how and when are things going to change for the better in your life?

Make it today. Get my proven, guaranteed *Piranha Marketing* program. Decide right now to create the kind of business, income, and lifestyle that you and your family deserve. Or, if you feel that you already are pretty successful, then do what ALL champions do—decide to better your best. To get that extra edge. To excel.

This is a positive decision you will be very glad you made. I guarantee it.

Sincerely,

A handwritten signature in black ink that reads "Joe Polish". The signature is fluid and cursive, with the first name "Joe" being larger and more prominent than the last name "Polish".

Joe Polish
President, Piranha Marketing, Inc.
Co-Author, *Piranha Marketing:
The Seven Success Multiplying Factors
to Dominate Any Market You Enter*

P.S. Without a doubt, any of the techniques you learn in *Piranha Marketing* and apply in your business will ultimately add dollars and cents to your bottom line, while decreasing the time and effort you have to expend. How much profit are we talking about? It all depends on what business you're in and where you are right now.

Not all of my clients have a \$200 million business and pay me \$10,000 a day for my time and ideas as Bill Phillips does. Many of them, like Joel and Julie Cohen of Alaska, are a lot like I was starting out: true solo entrepreneurs, almost completely on their own.

Joel and Julie were dead broke when they got the Piranha Marketing information—they paid for it on a nearly maxed-out credit card. Within two years, they were bringing in over \$250,000 cash annually. As you can imagine, for small-business owners like these, that is a completely life-altering amount of money. Almost all of it goes right into their pockets. It's a real number.

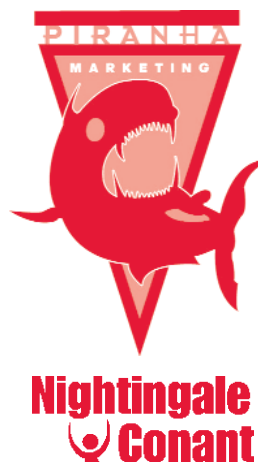
The amazing thing is, though Bill Phillips and the Cohens are obviously coming from different perspectives and have wildly different client bases and everything else, the actual techniques of mine they

(next page, please)

used to crank up their profits and cut back their effort were exactly the same! That's why I don't need to know precisely what you do or how much money you want to make to be able to say to you, with utter certainty, that this program will enable you to do it.

The moral of the story? If you are anywhere from dead broke to a mega-multimillionaire, this system is going to vastly improve your fortunes to an extent that will make you very, very happy. YOU decide where you want to be—profits-wise, satisfaction-wise—and *Piranha Marketing* will get you there. And you don't have to pay the \$10,000 a day Tim and I routinely charge for our advice. You get the equivalent of a 97% *discount* ... and you get to own and relisten to the secrets over and over and over again as often as you want.

P.P.S. Bottom line: You're spending too much time and effort to make less money than you want and deserve. It doesn't have to be that way, so STOP IT NOW. Order *Piranha Marketing* FREE for 30 DAYS and find out what you may still not believe is possible even after all I've said—that your business can be EASY, LUCRATIVE, and FUN, and that it can happen unbelievably fast. There's no risk, so order your FREE TRIAL today. To borrow a slogan, "Just do it!"



Call us toll-free at 1-800-525-9000 • Fax us at 1-800-647-9198