

MAKE MONEY SECRETS OF A DESPERATE



"Baron Tatics
For Quick & Easy
Cash When You
Need It Most"

CASH BARON

BSG
Business Setup Group

By Max Soutter

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Cash Baron Secrets

In Zimbabwe, the national reserve bank governor, Gideon Gono... every so often releases he's latest '*Monetary Policy Statement*.' For a whole hour he has every eye super-clued to the TV, a whole nation on the edge of their seats. Everyone hoping and praying he'll say something worthwhile or that their businesses won't be destroyed by his latest policy change - everyone that is, except a certain group of people...the 'Master Cash Barons.'

Who?

The *Master Cash Barons*. These are people who are above the Governor's announcements. Doesn't matter what he says, today is just another massive money making day for them.

Why?

Because Master Barons operate with their own Money Policy. They've already signed a '*Memorandum of Understanding*' with themselves regarding their success. So print more money, slash more zeros, change currencies, Hold talks, whatever...

"Blah blah blah says the Baron".

You see the 'ethical and masterful cash baron' has transcended the ordinary restraints and limitations of the economy he lives in. He's 'immunized' himself and his business against any kind of inflation, recession and depression. He dominates his industry and rules his niche. It's not just in Zimbabwe, you'll find Cash Barons everywhere. Making dollars, make sense.

How?

Well that's what this book is about. Here, you'll learn strategies you may never have even heard of before. Ideas that if implemented will put your business on profit steroids.

So Why Should You Listen To Me?

Of course, *anyone* could write a book with a catchy title and pretend to know something. Why should you believe I have anything of value to tell you?

Good question. The answer is not a short one.

Firstly, I admit... I'm obsessed with 'Cash Baron business strategies and tactics'.

Not just passionate, obsessed. Ask my wife.

This obsession has lead me to work hands on with almost 200 entrepreneurs in more than 30 different industries, all growing or setting up various aspects of their businesses. I've launched companies, promoted products, trained managers, innovated services, developed brands, done strategy consults, and more - all the while taking vigorous notes. All this, hands on.

But, I've done theory too. I've invested more than 3000 hours of study and research to understand what separates the fastest growing companies, the best selling products, biggest profit deals and most outstanding entrepreneurs from the rest.

As I write this on my PC at home, I have 4235 books, reports and research documents. That's over 90 000 pages. I've accumulated over 350 hours of audio and video seminars, consultations & interviews with more than 1000 pages of notes, ideas and more questions all in my study folder. I've gone through every page, audio and video some, more than a few times.

Now, I'm not trying to impress you, in fact you may even feel sorry for me. After all, others didn't have to go through all that to make money. They just got 'lucky'. We'll, it's never really been about the money for me.

Don't get me wrong, money is great, it'll afford you a lot of goodies and essentials. I'll be the last guy to take any kind of poverty vow. But it's very rarely the motivation of masters. And mastery is really what I'm after.

But there is an even more important reason why you should believe what I have to say.

'Because I've been there - out there, in the 'Real World'

I know what it's like to struggle under a mountain of bills & responsibilities. I've been hounded by landlords, debt collectors, family and all sorts. I'm no stranger to 'creative meals', the fine art of turning very few ingredients into a dinner.

Make no mistake, when your next meal is based solely on getting results, you become extremely intolerant of good sounding theories that don't work. You quickly lose interest in ideas or so called interests from business academics,

Every example, strategy & insight I'll share with you has been tested & proven by myself & others in the trenches, where things either work, or you don't eat.

I'll never forget the day almost 2 years ago, after I sold my first 'Pre-franchise business' (I specialize in helping entrepreneurs setup & grow businesses, I'll tell you more about that later). It was a business I'd put together for a Diagnostic Centre for a small local team of medical scientists. It was shortly after I'd founded the *Business Setup Group* and now, here I was, my first major setup project had been a resounding success.

My goal then is share some of these secrets with you in a simple, jargon free, easy to implement format. Here's what you can expect;

Learn desperate 'gun to the head' strategies for when you absolutely have to get them to hand you the cheque

The Four keys for irresistible offers that bring in the money, every-time.

How to get good business, even when someone cant afford your services/ products

The Mind set that separates Cash Barons' from less successful, equally talented and hardworking people

The highest leverage way to setup your new business

One word that will open more doors for you than any other in business.

More

It'd be a real shame to accept to be less than you can be and have, when some 'obsessed nutcase' is willing to give them to you free wouldn't you agree? You owe it to yourself, your loved ones and to God, to maximize the opportunities for a better life so abundant around you. With that said...

"Here's to your Baron-hood"

Max M. Soutter

SECTION 1 What makes a Baron, a Baron?

Lets start here: What is a Cash Baron?

For the purposes of this book, I've defined a Cash Baron this way;

Someone who by intelligent execution of strategy, based on unbreakable laws, has achieved financial freedom. They come from all sorts of backgrounds, economies and geographies but they've all overcome the odds to become masters of their own lives and financial destinies.

Listen - I'm not talking about people who just got lucky. I'm certainly not talking about those who've abused, stolen, bribed or intimidated their way to the top. In simpler terms a Baron is an 'ethical opportunist' who's succeeded in acquiring the good life.

When defined that way, I cant think who wouldn't want to be a 'Cash Baron.' To enjoy the fulfillment of maximizing your potential in business, affording yourself and loved ones all the goodies money can buy.

'Oh Max, Money is not everything & after all, the best things in life are free'

Here's your first lesson: Stay away from people who talk and think that way. They will keep you in lack. There is not a person with half a brain who doesn't know money isn't everything.

Well love isn't everything either!

Try using love to send your kids to school give the school headmaster a big ol loving hug and see if it works. Or when was the last time you used integrity to feed your family? No single thing (except God) is 'everything' to be truly successful, you'll need abundance in every important area of life. Money is one of these important areas. Anyway, you already know why you want money, this book is about the how.

The Cash Baron Philosophy

Becoming a Master Baron involves more than simply memorizing a few 'quick buck tactics.' You need an empowering new perspective and vocabulary. You should know by now that how you think and believe has far greater bearing on your life than anything inflation can throw at you. What you say about yourself and your circumstances will empty or fill your pocket faster than anything said in the newspaper.

Cash Barons are different, not just in the amount of cash in their wallets, but in their thinking. It's in what they know and what they believe about what they know. The transformation from Cash Broke to Cash Baron means developing new images of your-self. It means changing your 'inner dialog'.

**“This is a waste of time I don't need this,
show me the money, forget the philosophy”**

That's the mindset of the masses the cash broke. Don't fall into the trap of neglecting your attitudes about success and money...or you'll be ignoring the very foundation of riches. Why do you think people who win the lottery are soon back to being broke? Why do you think children who inherit massive fortunes almost always lose their wealth?

It's in their thinking. That's why the Cash Baron's personal *Memorandum of Understanding (CB-MOU)* is a good place to start. Examine it and make it your own. It outlines a key list of personal agreements and commitments to progress.

Cash Baron's Memorandum Of Understanding (CB-MOU)

For our purposes, think of a 'Memorandum of Understanding' as a contract or official agreement between two or more parties, which forms the basis for negotiation or decision-making.

Although you may not know it, you already have an MOU. An internal set of rules and guidelines by which you are making financial decisions. Your MOU determines how you invest or don't, how you spend, the size and nature of your financial goals and even your sense of your own financial competency.

If your MOU isn't getting you the results you want, then it's time to upgrade to the Cash Baron version. Here it is...

- 1) **“I am the master of my own destiny. I alone am to blame for my past failures and my future success is my responsibility to achieve.** The economy, the president, your mother, father, your education, your boss, your pastor & even your God those are all excuses. Until you accept that you ALONE are responsible for your own quality of life you wont enjoy success.
- 2) **“It's possible, I can, I will”** So what if everyone says it's impossible, it's never been done before, it's too hard blah blah blah. If you have a goal in mind, a dream in your heart and if you believe it's possible then it is. *Supreme confidence* works like magic. It will open more and bigger doors than any qualification, relationship or talent would without it.
- 3) **“Vision - I know exactly what I want & I've written down my goals”** Develop a clear as crystal picture of your goal and never let go of it. Writing it down on paper forces you to clarify vague thoughts and crystallizes your thinking. “More Money” that's a wish, not a goal. “It's the 10th of November 2008, I'm thrilled because I've made \$10 500 extra from my business whoopee!” That's better. Present tense, clear and exciting.
- 4) **“I Take Action.”** Thinking, talking & praying all have their place, but none takes the place of action. Get real, get practical if you want it let your feet do the talking and get moving.
- 5) **“Learner are earners, leaders are readers”**. Statistics shows more than 90% of people don't buy books after school. Of those who do, 85% don't get past the first chapter. Is it really any wonder so many are mediocre? Reading allows you to learn from other people's mistakes without having to make them yourself. Want to be outstanding? Expand your thinking, references and ideas. Learn in every way you can.
- 6) **“I Embrace ‘No Box Thinking.’”** You have a thousand options on what business to get into, how to grow your profits, where to find new clients etc. Creativity can solve most financial problems a lot faster and easier than hard work can. Don't limit yourself to what you did yesterday, what everyone else is doing or even what the experts are saying.

Is this the whole list? No, but it's a good start. If you're smart than you can easily expand it. How? Refer to number 5 again. Every truly successful person has a set of values and beliefs he's purposefully chosen to adopt. Values & beliefs based on unbreakable laws. Your agreement with yourself to adopt unbreakable laws is your personal CB-MOU. Get one.

Oh, and of-course failing to understand & respect the difference between 'Unbreakable Laws' and everything else is the difference between masses and the Barons. It's also the difference between Jail worthy, depressed, fearful or hard hearted Barons, the ones that actually get to be successful.

SECTION 2 The Baron Strategy

Of course, having great values is rarely enough, you'll need a cash strategy. An intelligent approach with which to reach your goals.

What's your 'make money strategy?'

It's amazing that people think it's so difficult to find or make money. It's everywhere. One need only exchange something of value for it. The problem for most people is in knowing what to give in exchange. Here are a few examples...

Exchange your physical energy for money? This is the lowest paid strategy people on Earth. Cut down trees, lay bricks, operate heavy machinery, lift heavy boxes. Your earning capacity is based on using physical strength to perform *easily mastered tasks*. So in addition to being lowly paid, you are also easily replaced. (Compare these earnings to people use their bodies to do *highly skilled* tasks (think Tiger Woods or David Beckham))

Exchange your time for money. These are mostly employees and self employed people. They sell their time (and their egos) to their boss. From 8am 5pm every idea, every conversation, every effort they are capable of rightfully belongs to their boss.

I've only ever had one job, after which I vowed I'd never again work for anyone else. I watched as my work mates (and I) put in incredible effort, skill and time. We worked overtime, missed lunch breaks & skipped public holidays. Our rewards? Staff Award Certificates (I got a few of these), pats on the back and if we were really good, a small Christmas lunch.

I was constantly told I was being paid my 'market value' for comparative jobs in my position. I knew it wasn't true. I proved it when two weeks after I left, they hired me as a consultant for a 5 day project. I was doing exactly the same job as I did when I worked there. They gladly paid me almost 3 times my 30 days salary for 5 days of easy work. I laughed. It wasn't their fault, it was mine. I was the one who didn't know my own value.

Typically, employees are more focused on job security than financial freedom. Very often they end up with neither. Self employed people are usually people who left employment to start a business only to discover they've started another job instead. They left with 'Boss Freedom' as their motivation -and so they become 'self employed'. They don't know how to delegate and create systems that will free them from the daily tasks of their new job.

Money Strategy

Some people have discovered how to **exchange money for more money**. They are basically money lenders. Their strategy is to find 'investment vehicles' or people and organisations they can lend money to - that's basically what buying shares is all about.

With this strategy you'll always need money to make money. If you only have a little money, you can not make a lot, not really. It also tends to be a long term strategy as there are few really good short term investment vehicles. Most people who make a lot of money this way today, had to make their initial money some other way yesterday.

Others can turn **relationships into money**. They know people in 'high places'. People who can make money things happen. Or they know how to connect people with complimentary needs or desires - If I know someone who has what you want, I can charge you a percentage of the cost of goods to facilitate the purchase - commodity broking. It's a potentially very profitable model. Big exporters often use a variation of this model, dealing across massive geographical locations.

Proprietary information. Having access to valuable, hard to find or learn information is a great position to be in. It's the reason we pay business consultants, market researchers, investment brokers, corporate trainers, university professors etc because we want their information they have.

Ideas. Creating, owning or controlling **intellectual property**. Music, movies, design, software licensing etc. Doing this means owning an 'idea' or the communication of an idea and selling the experience or rights to use it for money... The bigger, better or more useful the idea, the more people pay for it.

Heart. Exchanging 'love for money'. Child care, charity work, some NGOs and even churches make use of this strategy. Of course none of them would define it that way, but in large part that's what they do. By gaining your love or affording you opportunity to reach out and touch people you love or care about, they gain access to your wallet. It takes more than tears and prayer, it also takes money to feed, clothe, educate, inspire those in need of it. There are big rewards for those who can gather us around a common cause we're willing to part money for. Rightly so.

Fun for Money. It's crazy, most people will spend more on fun than almost anything else. Some will blow their whole months salary on one night of it at a club. The average person probably spends more on fun than personal development, contribution to mankind, family relationships and combined. It's a huge problem, but it's also a huge opportunity for those who take advantage of this fact.

There are also other stupid ways like the **Casino, Lottery tickets, prostitution, con artistry** and many more!

As you can see there are many strategies, and that was by no means a complete list. Some involve everything from 10 years of extra schooling to high risk, low reward tactics. Almost any of these methods can be turned into a successful business.

So how does a Baron make money?

Ever compared two equally talented, hardworking, creative and experienced people and found that one earns 100 times more than the other? Why is that? Is Bill Gates really One billion times more intelligent, creative, knowledgeable, hardworking than you? So what explains the difference?

One word '**Leverage.**'

Leverage is the art of getting a lot out of a little - It's the science of getting more from the same or even less effort, time, money or talent. It's is about maximizing the results you get from your assets or resources. In business, an asset is anything you can leverage to create money, or more assets.

Sounds simple? Yet the smart use of leverage is the single most important difference between big earners, and small time businesses on the fast track to nowhere.

I will show you the four basic principles that govern the highest kind of leverage there is **leveraging other people**. You'll see real world examples mostly from my own startup days. Then after all that, I'll show you an opportunity to setup your business the high leverage way.

First off, understand that when it comes to business, marketing presents the highest leverage points you have. Doesn't matter your industry (remember I've been involved in more than 30) type of business (I've seen over 200), your product, or the economy.

Marketing will make you more money than investing, real estate, money markets or any other vehicle on earth.

For example. If I am selling a product lets say Computers. The cost of a well placed ad is an insignificant figure compared to the sales I could get. If I sell just 10 computers in 7 days, as a result of the ad I've probably made 200 times more than it cost me to advertise in one week! Where else can you do that?

My definition of marketing is 'everything you do to attain, maintain, persuade the people who affect your bottom line. Customers, clients, shareholders, suppliers, investors etc.' The fine art of leveraging your persuasion...to make irresistible offers. If you can make irresistible offers to customers, investors, suppliers, partners, employees

Why is leverage so important?

Because someone out there, already owns or controls the thing you want. Your goal isn't to re-invent the wheel. Your goal is to show him how he will get what he wants, the way he wants it, by giving you what you want. If you do this, he will give you his time, money, ideas, skills, equipment etc.

There are four keys Barons use to gain access to and influence over the assets of other people. They are 'scientific' in that they are tested proven across an infinite range of contexts, situations, cultures etc. They are based on principles of persuasion - they will never change or lose their power.

The Four Keys

1) Get the Pre-disposed.

Forget trying to get people to do what they're not pre-disposed or naturally inclined to doing. It's not impossible, but it is unprofitable. Finding out what people want and are already doing is half the battle in business. Are you in a desert? Sell water and orange juice. Into fast food? Target hungry people. Want a loan? Find the bank, investor, organizations or individual that is already predisposed to helping you. Need a favour? Ask your wife, not of a stranger.

The point is don't ask people to go against their own grain or get out of their comfort zone to give you what you want. Smart persuasion or marketing isn't about trying to 'create demand,' it's about channeling an already existing demand towards your business.

2) Offer Big Rewards.

A loaf is better than a slice. When you structure your deals or offers, give people as much of what they want as possible. The more you give, the more persuasive your communication.

Don't give one benefit if you can give two profitably. 10% discount is better than a 5%. A promotion PLUS a salary increment is better than either one alone. Point is, find out what he wants and offer as much as possible to him.

Don't forget to make your benefits crystal clear. Don't say "Powerful Software Program To Increase Productivity" Say "Now you can save up to 3 hours a day for 30% less money than ever before. Impress your clients, embarrass your competitors, get a promotion and dazzle your co-workers!" In other words, spell out the benefits don't assume people know your product or your offer as well as you do. Of course you have to actually be able to deliver on your promises.

Four Keys of Leverage

3) Reduce or Eliminate Risk

Anytime we make a decision to expend a resource (money, time, energy etc) our brains are having an inner conversation - assessing the risk factors. What is he doesn't pay on time? What are the chances he'll deliver low quality? What if the product doesn't work? If you want to stand out and really make money in business, you'll constantly be eliminating risk in your offers.

5 Year Warranty, money back guarantee, brand credibility, professional looking website, reputation, samples and product demonstrations, product testimonials - all these are ways in which people seek to reduce the risk, perceived or real.

4) They Control

Particularly in situations the other person perceives as very high risk, give up part or full control of the transaction to the person you want to persuade. Ever asked a kid with a packet of sweets for a few? If he offers you any, he probably wont let go of the packet. That way he can control how many you take...just in case. It's the same when we grow up.

In the examples to follow, I'll give you some actual examples on how I've used all four of these keys to structure offers that probably wouldn't have otherwise been successful.

Take note that most of these I did with little or no money. I've also chosen simple, unsophisticated examples to prove that anyone can do these kinds of deals. Here's an example...

How I Turned Just 4 Hours Work, Into A 6 Month Passive 'Income Saving Stream'

I've one particular client who's been with me for more than 5 years now. We've had arguments, misunderstandings and all sorts, yet we remain good friends and he's gladly stayed with me, even when he could have gone elsewhere. Why? Because he gets good service, but also because I structure unique and high value deals for him.

When he first came to me 5 years ago, he was starting up a 'Farm shop' in town and needed help with setting it up. He wanted to sell chickens, eggs, milk and all sorts of farm produce.

Problem was, my quotation was way over his budget!

This is where my competitors would've lost a business opportunity not me. I came up with an idea he loved so much that we got to work immediately.

Here's how it all happened.

As a family man, I was already spending cash on a daily basis for groceries - food especially. Well here was someone who owned a food shop and desperately wanted my services...duh!

I said "Listen, if you pay me in cash, then it's a lump sum you can't afford, because you'll still need cash for operating costs. Why not divide up the cost of my service among these food products, and we'll do a barter trade.

I explained that since my family can only eat so much, we can't possibly take all of it at once. So we divided it into 26, once a week deliveries (6 months of grocs) - in exchange for about 4 hours of my time. Good Deal? I thought so. Actually it worked out so well that we did it again after the first time. I've never had so many eggs in my life!

Look at the deal from he's perspective.

Was he **Pre-disposed?** Yes, he really wanted the setup & strategic help I was offering.

Big reward? Yes, He got to setup his business with expert help on the easiest terms imaginable.

Low risk? Yes. 6 months to pay a bill other businesses had to pay up front for.

Control? Yes, he was the one who had control over making those goods available to me every week. He could call it off if the services I'd given him didn't live up to the promise.

Did it work for me? 5 Months later I was still eating, PLUS I'd acquired a new client who could now afford my up front fees for future projects & was referring his friends. I've since worked on 4 businesses with him and he's latest business is growing fast...more business for me!

I've gone on to make these high leverage barter trade deals for newspaper & online advertising, computers services & equipment, office rentals, printing and more grocs. That means, once in a while, if I ever have to, I can afford to engage prospects very profitably, that my uncreative competitors are forced to ignore!

How I Got A 'Just In Time' Cheque From Someone Who Didn't Like, Trust Or Even Know Me.

Now remember these are strategies I've tested and proven in the real world. I've used them even when I was just starting off and times were rough. I didn't have a big name and I had no start up budget. Of course I continue to use them today they'll work for you no matter what situation you're in trying to pay rent or buy a new car.

I started off my career several years ago, as a highly creative but struggling graphic designer. One day I heard about a guy who was just about to hire some designers but hadn't seen them yet he was scheduled to meet them the next morning. I had to intercept.

I had no other business coming in, and serious deadlines on some bills that just had to get paid namely, the rent. As famous copywriter John Carlton would say...

“I felt like I had a gun to my head”

And when that happens, failure isn't an option, I had to get that cheque, and since he was meeting the other designers the next morning, I had to get it in our very first meeting.

Here's what I was up against

- a) That day, I'd left home, not expecting any meetings, I looked scruffy. (*I started dressing a lot better after I got married*).
- b) I'd no time to get my portfolio, and I had nothing on me to show I was even in business.
- c) He didn't like the way I 'forced' my way past his receptionist to get an unscheduled 10 minutes with him.
- d) He'd never seen or heard of me before.

Here's how I did it (watch for the four leverage keys)

He was about to hire someone else, so I already knew that he was **pre-disposed** to paying for the service and for doing it soon. I also knew who he was going to hire, so I'd called them posing as a prospect to find out how much he would have been quoted for a job of that sort. I offered him 30% less than that that was a **big benefit** for him. Problem was how was I going to eliminate the risk of paying a scruffy 'one man band' graphic designer who he'd never even heard of before?

I did two things. First I talked his language, I sounded business like. I used technical design terms that made me sound like an expert, without confusing him. I also knew a little about his industry (he ran a HR Consultancy agency) and I talked to him about trends affecting his business as it related to the job at hand.

I wasn't done yet. Then I handed him my cell phone. I showed him 11 names of people I'd done work for I told him and insisted that he call any or all the names to confirm that I was not only legit, but good at my work. He smiled and was impressed by my client satisfaction confidence. All this vastly reduced his perception of **the risk** of doing business with me.

Then I made it clear what I wanted. I wanted a cheque for the full payment 100% up front. I would bank it that same day, then return the next day with the designs he wanted and with a receipt.

He Laughed & Refused...

Then I showed him that **he was completely in control** of his money, even if he paid me up front. I told him to post-date his cheque by one day. Since it took 3 days for the bank to process the payment from his account to mine he had no risk. If I didn't return the next morning, or If he didn't like the work I'd done, he could stop payment. No loss to him. We had a deal.

Next day, I returned, he liked the work, cancelled his meeting with the other designers and saved himself 30% and a whole day on a rather urgent job. As for me, I was able pay the rent, and get a few extras all because I knew the four keys and how to work them.

How I Got Another Business To GLADLY Work 12 Months On My Marketing, At Their Own Risk & Expense!

Sound ridiculous? Well it's not only true, but it was also easy. After this, you may want to try it yourself.

I stumbled upon a certain business that was complimentary to mine - meaning we sell different products & services to the same people. At this time I was into marketing consultancy and I sold a few related products. They had a huge database of past clients, but business was very slow

So I persuaded them to let me pay for a letter, from them endorsing me to all their clients to win business for me. I in turn would give them a percentage of the resulting profits..

12 Month Asset - Free

I basically said, “look - you have this database of people who aren't buying from you because you don't have another product to sell them. You've worked 6 months & spent a lot to get these people in your database, why not benefit yourself, your clients and me from all this? It's a win, win, win.

Long story short... They mailed the letter, the response was good and everybody won. They found a new income stream & learnt a new strategy.

Were they predisposed? Yes, i was offering a struggling business a new income stream from an asset they already owned.

Big Reward? Yes. I promised them a minimum response, based on a letter I'd already tested and proven to work well. I wrote the letter, paid for the mailing (cheap) and provided the product - it was money for nothing on their part.

Risk factor? They didn't spend any money, or time. The letter was proven and my product was of a high quality. No risk involved

Control? They had option to inspect and edit letter before it was sent out. They also chose one or two names they wanted to exclude from the mailing. Their phone number was in the letter, not mine so they could easily track payments due to them. It was an irresistible offer for them.

If you can find a compatible business, you can make them exactly the same offer. Also here's a bonus...your offer in the letter will also use the same four key structure for irresistible offers!

Compare these two letters. Consider the differences between them.

Which do you think will gain a better response?

Why?

Two Letters - Compare

Letter #1

Finally...

Business Expert, Reveals Dynamics of 'Quad-angular Leverage'

Dear Entrepreneur

My name is Max Soutter. As a leading business growth strategist & marketing specialist I am delighted to present to you my latest educative report.

In it I have painstakingly elucidated the profound benefits to be enjoyed by the exploitation of the little know strategy - 'Quad-angular Leverage'. I have personally employed this strategy in various business undertakings and profited greatly.

I've found that with relative ease, anyone can profit from the powerful insights revealed in this book. If you are interested in enjoying this marvelous expose on The Quad-Angular Leverage Technique, then you're in luck.

Although it's worth a lot more, I've availed the book to you at a the very reasonable cost of only \$17 (USD). I think you'll agree that the benefit far out-weighs the cost.

To order my book or for more information, contact our offices at...

Letter #2

Finally Exposed...

“The 'Easy Money' Secret of Underground 'Cash Barons' & How To Get It Working For You Today!”

Dear Entrepreneur

Truth is, anyone, can get rich or at least make a lot of money, if they know exactly how to go about it. Think about it, would your life really remain UNCHANGED even after you discovered the **top money making secret** of the best of the best Cash Barons?

You'll find a thorough explanation of this simple secret, in easy to understand language in my latest Special Report. You'll also get 6 detailed examples on how you can use it, even if you're new in business or have no money to start.

What's more, for the first 30 people to respond, I've made this 29 - page report available at a 25% discount. So instead of the already dirt cheap price of \$17(USD), you'll pay just \$12.75 (USD).

Access the book here www.bizsetup.wordpress.com and find out more about our unique 'money back' satisfaction guarantee...

Two Letters - Compare

Letter one

Boring headline. This makes it much less likely that the prospect will even read the rest of it.

Complicated. Uses words, phrases and expressions that the reader may not easily identify with

Letter is written about the 'business expert', not for the reader's interests as demonstrated by more 'I' and 'me' Than 'you' and 'your'

Does not make it as easy for prospect to access 'product'.

Does not provide any incentive to 'act now' and avoid buyer procrastination which very often leads to lost sales.

Does not use the leverage persuasion keys.

Letter Two

Exciting, unusual, 'benefit driven' headline. Designed to grab attention and arouse interest

Easy to read and understand. Written in the prospect's language, thus establishing rapport. Personable and more friendly.

It's written for and to the prospect as demonstrated by many more 'you' than 'me' or 'I'. It's about what the prospect wants to know, not what the writer wants to say.

Product is easily and immediately available

Provides good 'act now' incentive discount which increases urgency and reduces the risk of transaction at the same time.

Uses the keys.

It's important to use a combination of common sense and 'secret' strategy in your business communications. Remember, every single time you're communicating to a prospect or client, be ware of the keys. Focus on their wants and needs, not yours - you'll be a lot more effective that way. Don't say "We're amazing, buy our product", say 'YOUR big problem will finally be solved with this product'

Most big businesses prefer the sound of the first letter. It's sophisticated and important sounding. It focuses the reader on them, not their core desires. It's also unwise. If your goal is to feel good about yourself, write in the style of the first one. However, if your goal is to make money, make a difference or at least make a living, use number two.

How I Got A Half Page Advert In The Newspaper For 'Free'

One of the things you learn quickly in business is to keep the pot cooking. Marketing is the lifeblood of any business, when you stop marketing, people stop thinking about you, then they stop buying. That's the situation I was in. No money, no one calling and bills pending. So here's what I did.

First I designed the nest ad I could using all four leverage points. It was an irresistible offer. Then I went to a newspaper that was just starting out at the time, with an unusual offer.

"If you will publish my ad in your paper, and then give me two weeks to pay, then I will use the money generated by the ad to pay you double the price of the ad."

I would also go further to pay the usual price for another two ads since I would now be sure that their service worked. I wrote the cheques out in advance and handed it to her. I told her how I was operating a tight budget and I didn't want to risk it in a paper that didn't work to advertise in. She assured me that their paper worked.

I showed them how I was a regular advertiser in other papers (cutouts of my ads), I gave them numbers they could call from the other newspapers to prove I was a reliable with payments,

I showed the advert itself and they agreed it was a darn good offer that would probably get a good response. I showed them that the numbers on the advert were not mine, but there's... so there was no way I'd disappear on them.

Did it work? Well think about it... for a new newspaper, getting a double payment plus two new bookings, acquiring a regular client from their competition, who also happens to manage bookings for other businesses who were also regular advertisers. They had full control and hardly a drop of risk. They hardly had to think about it.

As for me, I was getting free half page ad for a product I knew was in demand. My profit from just one sale would cover the payment for all three ads and the other sales (there were three) would get me back on track financially. A week later my newly acquired wife and I went out for dinner to our favorite restaurant, all thanks to the four keys.

Why am I showing you these examples?

To show you that once you know these leverage or persuasion keys, the possibilities are limitless but I also hope you've noticed something else while you've been reading...

It Takes Action To Produce Results!

Last week I met a young man who was at a seminar I spoke at about a year ago. He was one of about 50 aspiring entrepreneurs who heard me teach these 4 points. When I asked him how far he'd gone, he seemed frustrated.

"Nothing so far" he told me.

I was surprised. "A year later and still nothing?" I asked. That's when he told me he was still in 'planning stages'. He hadn't yet gone out to see anyone, but soon, very soon.

I'll tell you the same thing I told him... *"The principles work if you work the principles."* On some weeks I can talk to as many as 10 or 15 aspiring entrepreneurs individually. Many have been planning to start a business for the last 2 years, some longer. Still waiting for that 'perfect moment.' Unfortunately, most of these people will still be waiting 5 years from now.

There are literally a hundred examples i can show you, of how others and myself have used just these four keys but ultimately you have to act on your dream. Are these the only things you'll ever need to know to make money in business? Of course not but this is one of the most powerful starting points I can show you.

As long as you remember the four keys, and structure your offers accordingly, you wont go wrong and you're well on your way to Cash Baron-hood.

Here are a few tips for using these principles like an expert

- 1) **Be clear on what you want** the other person to do and what you will do in exchange. Don't be vague, and don't try to sound intelligent. The greater the clarity, the more simple you can get it to sound to them. If it sounds complicated, than the risk factor is increased, making your job harder.
- 3) **Talk about him, not yourself.** Remember the two letters? Structure your conversation piece (presentation, letter or phone call) to reflect primarily his desires, not yours. He doesn't care about you, he cares about himself, we're all like that. No one goes through magazine adverts to see who he can help by buying their product. We look for offers that serve our own self-interest. That's how you think and that's how your partners, customers, friends and family also think.
- 4) **Have it in writing.** Things can get very complicated quickly when you're talking money. Selective hearing, bad memories, a misunderstood term. Protect yourself and others by having it all written down.

Two Ways To Setup

Now to be clear, you don't absolutely have to have a business to do these deals. Just like you don't really have to have anything more than two legs to get to South Africa from Zimbabwe. It'll be slower, harder, and you may be tempted to give up along the way - Not because S.A. is too far, but because you chose the wrong transportation system! I'd prefer to fly or at least drive there.

There are two ways to setup your business for these deals

The hard way and the smart way. Here's a list of everything you need to start doing deals effectively

- 1) **Properly registered company.** This allows you to open up a bank account, participate in tenders, access loans and other facilities, and meet various legal requirements.
- 2) **Professionally designed brand.** Credibility is everything in these deals. If you look like your cousin designed your brand and your stationery looks like a 'do it yourself' job, that's no good. It vastly increases the perception of risk in doing business with you. It also makes you look cheap... especially for service businesses - people beg you for discounts, pay you late, and don't refer business to you. Logo and stationery are an important part of building your credibility.
- 3) **A Website, properly done.** Why? Leverage. On a website clients can access important information from you easily, any time of day from anywhere in the country, or world. You can't post all your company or product info in the newspaper every day but you can on the internet. Not to mention the fact that the internet now has OVER 2 BILLION USERS WORLD WIDE. With 2010 World Cup coming up, that's a big deal for you. The time is fast coming, when not having a website, is almost like not existing in business.
- 4) **Contract Forms.** Each deal you make will require a comprehensive contract. It should cover every angle, should be professionally written and thoroughly checked.
- 5) **Communication templates.** Unless you're already a professional copywriter or highly experienced marketer, you'll want templates. These are offers already written and structured for you professionally. Letters that you can easily adapt no matter what or to whom you are selling.

So how do you get all these things? You can either spend the next 8 - 12 months trying to figure it all out, paying lots of money for bad service, making painful and expensive mistakes and then maybe getting it right

OR you can do it the smart way.

The Biz-Setup Kit

If you've ever wanted to setup the easiest, low risk and even most affordable way, then this kit is like gold for you. Here's why

It includes:

- 1) **Brand and stationery designs** excellently and professionally done. They aren't designed for mere artistic expression, but credibility building, marketing friendly principles of design. Supplied to you in all 7 major design formats (same designers who did this book cover).
- 2) **Website designed.** Make a very good first impression, build credibility, inform, educate and communicate with potential clients and deal-makers. Also includes a free 'support site' designed and free site submissions to over 100 of the top search engines on the planet (Google, Yahoo, etc). That means you'll have a site people can actually find when their looking for your service or product.
- 3) Full and fast **Company registration.**
- 4) **Contract templates.** More than 15 different templates of highly professional, strategic and legally approved templates you can use immediately in your deals.
- 5) **Offer Letter templates.** Want 25 offer letter templates written by a master? They're designed to be persuasive and to get someone to act immediately. Did I mention that these are based on PROVEN methods and strategies not theory.
- 6) **Marketing Strategy Kit.** How do you find customers, grow your business, research your market, choose your marketing mediums, do marketing budgets etc. All that and more in the Marketing Strategy Kit.
- 7) **Human Resources Kit.** Every real business eventually has to hire, fire, partner, consult or outsource to someone. Doing it right is key to making your business function profitably. The Kit has more than 100 templates, documents, checklists and forms to help you do this, not matter what business you're in.
- 8) **Finance Kit.** Do budgets, invoices, quotations, projections etc Everything you need to manage and measure finances in your business even if you're not a Finance expert.

All this done for you in the BizSetup Kit. I wont try to convince you, but this is an opportunity to leverage me and my business. It's comes out of 7 years of experience, over 200 businesses in more than 35 industries.

Biz Setup Kit

Everything in the Kit comes in soft copy format, it's a 7 CD set. It takes less than 10 days to put one together for you, compared to the average of 9 months it takes most entrepreneurs to do it for themselves. How much is 9 months worth to you?

PLUS the Kit is guaranteed. I'll offer you a 6 month satisfaction guarantee pack. If you buy my BizSetup Kit and are dissatisfied after 6 months, I'll basically help you setup any business in any industry at my own expense.

IF you're in Zimbabwe, I cant really quote you now because it'll be a different cost by the time you read this. Anywhere else, you're looking at \$275usd. That's a fraction of what you'd pay to put all these together yourself more like \$700usd even more.

Go through each of those points again and see if the kit is something you can benefit from. I'd be surprised if nothing in there caught your interest.

Listen I can write a killer sales letter here to show you every benefit, feature and extra in this Kit, but that's not the goal of this book. If you think it's something you'd be interested in, call or email me and I'll send you the full info if you need it to make a decision.

**Either email me at max.soutter@gmail.com
Or call/ SMS me directly on 011 661 853/ 0192 544 176**

Send me you FULL name, email address and the type of business you'd like help with. If you email, then go ahead and introduce yourself and tell me alittle about what you're doing and trying to accomplish. If you do then i will send you a free email brochure outlining all the benefits you can enjoy with the BizSetup Kit.

Whether or not you go with the BizSetup kit, please setup the smart way. You can live a truly rewarding life in business if you do. Use leverage every way you can.

Do You Have A Story?

After thousands of hours of study, I've come to a conclusion:

The Things that Separate Successes From Failures Are *Dead Simple*.

Think about it, what could be more simple than the 'Four Keys'? Success leaves clues everywhere it goes and if you're willing to seek out and apply what you find, you will also succeed. It sometimes takes a lot of patience and it almost always takes a lot of guts, but it's possible. This is true of business, relationships, ministry or anything else. You are already more than smart enough to learn anything you need to on your journey.

I hope you've been educated, encouraged and inspired by the insights, ideas and stories I've shared with you here. If this book has been useful to you, then pass it on to someone else. In fact why not pass it on to 50 other people? Worst that can happen is that they won't read it...but if they do who knows? They may just learn something that will really help them.

Do You Have A Leverage Story?

The stories I included have been gathering 'electronic dust' on my computer journal for years - never before seen by anyone. I have a lot of them. As long as they remain there, they're useless - to me and others. So I've decided to start a blog (www.bizsetup.wordpress.com) to share them with everyone, free of charge. At least then they have a chance to help someone.

If you have a 'make money' story or even an educative, funny, inspiring or even disastrous business story with a lesson to it, I'd love to read it - write to me at max.soutter@gmail.com. If I have your permission to share it with other people, let me know. You never know, you could inspire the next Bill Gates or in Zimbabwe, the next Strive Masiwa of Econet. Or at least help make someone else's dream a little easier to accomplish.

As a Christian I'm a big believer that 'givers never lack'. When you share anything of value, it multiplies and finds creative ways of coming back to you at unexpected times and in awesome ways. Try it, see what happens.

Here's to your 'Baron-hood'

Glossary

Cash Baron Someone who by intelligent execution of strategy, based on unbreakable laws, has achieved financial freedom. “Ethical Opportunist’ whose achieved the ‘good life’

Memorandum Of Understanding A contract or official agreement between two or more parties, which forms the basis for negotiation or decision-making.

Asset Anything you can leverage to make money, or acquire more money making capacity.

Leverage the art of getting a lot out of a little - It's the science of getting more from the same or even less effort, time, money or talent. It's is about maximizing the results you get from your assets or resources.

Marketing Any and everything a company does to attract, persuade, build relationship with or retain a prospect or customer.

Entrepreneur: Someone with an economic vision, who leverages other people's resources to accomplish it.

‘Real World’. The place you find yourself in after your text book has proven useless & you discover the guy who taught you in school knew nothing about business after all. It's the place where you either get results or you don't eat.

Biz-setup Kit: A pre or custom designed package for setting up or growing your business.

Special Report: The thing you're reading right now.

About Max Soutter

About Max Soutter

Max Soutter is an obsessed with business growth and marketing strategy. He's also the founder of the Business Setup Group (BSG). An business committed to helping entrepreneurs setup and grow their business profits faster and easier.

He distinguishes himself from the crowd as a highly innovative and creative business mind, obsessed with results. Max has personally partnered, advised or contributed to the startup and growth of over 200 businesses in more than 35 different industries.

He's also invested thousands of hours of research into the most powerful business growth and marketing strategies responsible for many of the worlds greatest business and product successes. All this, combined with 7 years experience in graphic design, video production and advertising make him an incredible economic asset.

Max, an outrageously committed Christian and family man. He's unusually happily married to Connie, with a brand new baby boy, dangerously cute.

You can get hold of him on max.soutter@gmail.com or find him at www.bizsetup.wordpress.com



Make Money Secrets of a Desperate Cash Baron
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