

This months password  
... games



October 2000

- Advertising secrets of the written word  
(Book of the month)
- Powerful Telephone Skills
- Perfect PR
- Managing Knock Your Socks Off Service
- Make More Money From Every Sale
- How to Increase Your Profits in any  
Economic Climate
- Ignite Your Potential



### Book of the Month

Advertising Secrets of  
the Written Word

By Joseph Sugarman

\$68.20 (Incl GST)

A\$62.00 (O/Seas)

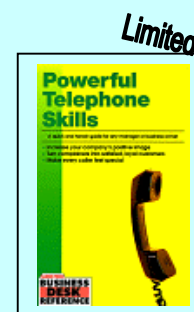
**The Ultimate Resource on How to Write  
Powerful Advertising Copy From One of  
America's Top Copywriters and Mail  
Order Entrepreneurs.**

If you know anything about marketing then you'd know that Joseph Sugarman is a legend. Marketers speak about him in hushed tones, sit at his feet to grab any tips he gives and hold his words in absolute awe. Best of all they make money, big, heaps of money, by slavishly adopting his ideas.

Learn the Sugarman approach to advertising, copywriting, marketing and creativity from the man who made millions of dollars from the power of his pen and then taught other entrepreneurs how to do it too in his exclusive seminars.

**"I have been a fan of Joseph Sugarman's copywriting and marketing ideas for years and have benefited greatly by imitating his long-copy ads. Now he is letting us all in on his secrets in a book that should cost \$2000 because it contains so much detailed information. Thank you, Joe. I really liked the book!"**

**Jack Canfield. Author Chicken  
Soup for the Soul.**



Limited Stock

**Powerful Telephone  
Skills**

by Business Desk Reference

\$18.70 (Incl. GST)

A\$17.00 (O/Seas)

There are few business skills more critical to success – yours and your company's or business's – than the ability to communicate effectively by telephone. For better or worse, others make judgments about your competence based on how you present yourself over the phone.

Powerful Telephone Skills offers the practical guidance you need to convert frustrating exchanges into effective, productive transactions. This guide will teach you how to get your phone calls off to a good start, handle complaints with grace, screen callers tactfully and make a powerful impression on everyone you talk to.



**Perfect PR**

by Marie Jennings

\$14.30 (Incl. GST)

A\$13.00 (O/Seas)

We are all communicators – all the time. It is vitally important to consider what we are communicating, and whether or not we are being effective. Public relations is increasingly recognized as an important business tool, but it is a personal tool as well. Understanding PR and how to make it work for you as well as for your company will help you to get what you want from your life.

The Seven Priorities of Perfect PR:

- Setting the objective
- Identifying the desirable result and required motivation
- Deciding the target audience
- Refining the message
- Planning how the message is to be delivered
- Planning and implementing the campaign
- Measuring the results.

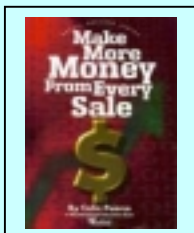


### Managing Knock Your Socks off Service

by Chip R Bell & Ron Zemke

**\$35.20** (Incl. GST)  
**A\$32.00** (O/Seas)

Four words capture what today's customer wants from your organization: *faster – better - their way*. There is no mistaking the message. The company that can shave delivery and turnaround time, provide better quality, and tailor its products and services to the customer's precise needs is a company to be reckoned with. Add one more dimension, and you have a company with an insurmountable edge on the competition.



### Make More Money From Every Sale

by Colin Pearce

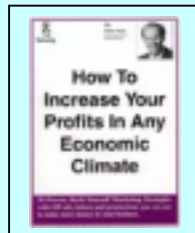
**\$22.00** (Incl. GST)  
**A\$20.00** (O/Seas)

Make More Money from Every Sale, Colin Pearce, the Bright Ideas Man, helps you get what you want: More money in the cash drawer and lots of happy customers.

Colin analyses:

- Why you DON'T make more money from every sale
- Why you SHOULD make money from every sale
- How you CAN make more money from every sale with dozens of practical strategies for boosting your business.

Colin has been helping business people put these profit-generating ideas into practice for over twenty years – now it's your turn.



### How To Increase Your Profits in Any Economic Climate

by Peter Sun

**\$73.70** (Incl. GST)  
**A\$67.00** (O/Seas)

#### What you'll learn:

- How to write headlines that'll get you up to 19 times greater response to all your ads, letters and brochures.
- 9 quick ways to raise cash for your business – NOW.
- The 6 Marketing Principles you must know to make your sales and profits soar.
- How to write newspaper and magazine 'ads' that are 450% more profitable than "standard" ads.
- How to make powerful offers to instantly attract new customers to your business.
- Yellow Pages Advertising – How to get up to 980% more response – at no extra cost.
- How to get FREE products, money and marketing support.



### Ignite Your Potential

by Heide Di Santo

**\$22.00** (Incl. GST)  
**A\$20.00** (O/Seas)

Ignite your potential is about taking control of your life and changing it for the better by seizing opportunities through a determination to succeed.

Learn how to:

- Get motivated and take action
- Expand your comfort zone
- Believe in yourself and persevere despite obstacles
- Overcome negative beliefs
- Boost your confidence
- Take control of your mind
- Control Stress and much more!

### Order Form – October 2000

| Product  | Aust. \$ | O/Seas A\$ | Total |
|--|----------|------------|-------|
| <input type="checkbox"/> Advertising Secrets of the Written Word     | \$ 68.20 | \$ 62.00   | \$    |
| <input type="checkbox"/> Powerful Telephone Skills                   | \$ 18.70 | \$ 17.00   | \$    |
| <input type="checkbox"/> Perfect PR                                  | \$ 14.30 | \$ 13.00   | \$    |
| <input type="checkbox"/> Managing Knock Your Socks Off Service       | \$ 35.20 | \$ 32.00   | \$    |
| <input type="checkbox"/> Make More Money From Every Sale             | \$ 22.00 | \$ 20.00   | \$    |
| <input type="checkbox"/> How to Increase Your Profits In Any Climate | \$ 73.70 | \$ 67.00   | \$    |
| <input type="checkbox"/> Ignite Your Potential                       | \$ 22.00 | \$ 20.00   | \$    |

**Postage \$ 7.70 \$ 10.00 \$**

**Postage FREE over \$200+ orders**

**TOTAL \$\_\_\_\_\_**

**GST included on Australian orders  
No GST payable outside Australia**

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