



## Raise your Game

### A monthly Profit Improvement Programme to help you to MAXimise your profit



By Steve Mills - Profit producer

An **outstanding** offer dedicated to your success and achievement

Dear Fellow Achiever,

Time and again, delighted customers have written and phoned expressing thanks for the inspiration this programme has created in driving them forward to success in their business and achieving more in their lives.

Its name? The Raise your Game Programme – and I want to do everything possible to get it into your hands so that you can experience it for yourself without commitment for 30 days.

**That's why I've arranged for you...**

## The most outrageous, extraordinary, No-Risk Offer I have ever made!

You get the **1st issue of The Raise your Game** on CD - Worth £14.99 FREE just for trying the programme. In addition as a thank you for trying it you will receive:

- **Free Bonus** – A copy of my CD 'Word of Mouth Marketing' – how to get lots of referrals for your business
- **Free bonus** – A copy of my CD Raving Fans – How create raving fans out of satisfied customers
- **Free BONUS** – A copy of an e-book I wrote called "A Salesforce of Thousands" - Worth £39.00
- **Free BONUS** – Copy of my motivational CD 'Flying with Eagles' - Worth £14.99
- **Free BONUS** - A copy of my Referral Strategy – This has made me over £50,000 per year for years
- **Free BONUS** – A copy of The Golden Mail Box – A system for writing letters, adverts, e-mails and leaflets that pull
- Entry into a Free Prize Draw for a **1-to-1 Marketing, or Business Coaching Session** with me - Worth £1,000

I urge you to read the offer and give it a try. I promise you will not regret it. I believe...

**Call me now on 0118 930 5700 to try this programme**

Overdene House, 49 Church St, Theale, Reading, RG7 5BX | 0118 930 5700 | [www.max-marketing.co.uk](http://www.max-marketing.co.uk)



you are one of that *select* band of people who take responsibility for their own lives, actions and results... am I right?

Good!

Well I have spent over 30 years studying sales and marketing and when I say that, what I mean is, I have studied and learned from the best in the world. People like Jay Abrahams, Tony Robbins, Peter Thomson, Jim Collins, Brian Tracey, Tony Buzan, Earl Nightingale, Jim Rohn to name just a few.

Using the knowledge I have picked up from these people, through 100's of books, audio programmes, seminars, DVD's, podcasts and interviews all blended together I have prepared an AUDIO PROGRAMME enabling you to access the *essential skills* for today's business in....

## N.E.T. time

What is N.E.T. time? N.E.T. time stands for 'NO EXTRA TIME'. In other words time you are spending doing other things like driving, walking, sat on the train, waiting to get your hair cut, out jogging etc.

In other words MAXimising your down time and spending it learning more. Why should you do this? Well, as the old saying goes "The knowledge that got you to where you are, will not get you to where you want to go".

So to grow your business and increase your wealth you need to learn more. However, I don't know about you, but my biggest problem is 'lack of time'. This is why I have produced a programme for you to learn in N.E.T. time.

The AUDIO programme is called...

## "The Raise your Game" Audio Sales & Marketing Programme

**The Raise your Game** is dedicated to those business owners who perhaps can't afford to engage me as an advisor, but desperately need some marketing ideas to really shake up their businesses, sales and marketing.

It is a bit different from other audio programmes... how?



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## The Raise your Game Programme includes ideas such as...

- MAXimising your sales and marketing – making you more profit now
- Educational Marketing – Marketing by helping others
- Handling objections – knowing how to handle objections to increase your conversion rates and profit
- Defending price – Making sure you are not discounting when you don't have to
- Your pricing strategy – Are you selling from a boot-fair, or Harrods
- Referral Systems – How to implement a system within your business to massively increase the amount of business you win from referral
- Raving Fans – How to create Raving Fans for your business
- The Yesterday's Road Method – you'll know which actions produce results
- Time and distance travelled compound the error
- The Carpet Fitters' Technique – avoid procrastination... get things done
- The Sales Manager's Mistake – any leader must know and use this
- The 3 ways to grow your business – Every business owner must do this
- The 4 Golden Questions of Business Growth – make more profits, more easily
- Stop wasting money on marketing
- Sales training with Scrooge – Using the same persuasion techniques has the 3 ghosts
- Using Educational Marketing – Marketing by helping others
- The 80/20 rule – 20% of your marketing produces 80% of your results
- The 15% rule – A powerful system for doubling your business

## So... let me confirm what you get each month as a Raise your Game Subscriber

1. A monthly AUDIO Programme entitled: "**The Raise your Game**" The ESSENTIAL SKILLS for business owners and sales & marketing managers.
3. Tried and Tested and Proven Real World Ideas... to help you to achieve more of the success you deserve. To enjoy more Freedom, more money and more personal power.
4. Four copies of my weekly newsletter MAX Wednesday which is full of tips and ways to increase sales and marketing success.

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## Your first month is Free!

Yes... so that you can be certain that **The Raise your Game** is for you... I will send you immediately your first months Free CDs **Free!**

All I ask is that you sign up to the programme and pay £2.99 towards postage, packing and handling.

### And that's not all...

I want to do whatever is necessary to get the programme into your hands so that you can listen and read and make the decision to be a Member based on what you've heard... rather than what's been 'promised'.

**So we have put together a very enticing FREE package of bonuses which are yours to keep just for trying **The Raise your Game Programme.****

## Bonuses

### 1. CD's

#### Copy of my CD's

- Word of Mouth Marketing
- Effective Advertising
- Raving Fans – How create raving fans out of satisfied customers

### 2. An e-book I wrote called "A Salesforce of Thousands"

I wrote this book to help small business owners to win more business from referral. How to double the size of your business without a marketing budget and with no risk.

### 3. The Golden Mail Box

There's something magical about being able to write a few words and then use them in an advert and have **large sacks of money arriving several days later!** I think it is an extraordinary thing and it really thrills me to have this happen to me as a direct result of their advice.

In 10 comprehensive lessons Ted and Stuart explain the art and science of persuasive writing...

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- How to write 'killer' adverts and sales letters which almost guarantee an avalanche of response and which could pull in millions of orders. Ted took \$20 million from just one advert and Stuart took £4 million (\$8 million) from just one letter! (Lesson 4)
- How to write a simple 'information product' which could sell a million copies – even if you're not an expert in any subject and cannot write (lesson 3)
- How certain 'magic words' can triple the response to your adverts. Changing just a few words can make an impressive difference to the amount of money you receive. (Lesson 8)
- And so much more

**The Golden Mailbox** is recognised as one of the great direct response tools, created by

two of the world's greatest marketing writers. Its value to anyone who writes any material that's designed to generate business is beyond estimation.

## 4. Free Prize Draw



### FREE Bonus

Your ticket into the Exclusive Prize Draw: **Value: £1,000.00**

A 'one-to-one' coaching session with me - either by phone or - here at my offices in Theale, Reading. We can discuss: how to ramp up your profits and personal earnings; marketing strategies; selling or even personal development issues. The choice is completely yours.

In over 30 years of working

### Here's how it works

You will receive your first Free CDs plus all your Free bonuses, only paying £4.99 towards the cost of postage, packaging and handling. You have a full 30 days to listen to it (and read it) and decide whether **The Raise your Game** is for you.

If it is... then do nothing more. In 30 days time I'll send you the next issue and charge your credit card for just £14.99 plus (plus vat where applicable). And so it will go on month by month until you tell me to stop.

### IMPORTANT NOTE

There is no minimum subscription period. You may stay for as long or as short a time as you decide. You are completely in control.

If you decide that The Raise your Game isn't for you – that's OK. At least you will have tried it and you will have made an informed decision.

Just cancel your subscription by phone 0118 930 5700 or by email [sales@max-marketing.co.uk](mailto:sales@max-marketing.co.uk) and you will have nothing more to pay. There will be no questions, no hassle, no quibbling.

You may still keep the Free CDs plus the other bonuses as my 'thank you' for trying the programme.

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# MAXMarketing

MAXimising your marketing potential

Thank you for reading this letter... I look forward to hearing about your extra successes.

Yours Sincerely

Steve Mills

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