

**Special and Confidential  
Profit Report For Preferred  
Clients ONLY**

**The Jay Abraham  
Strategic Marketing  
Encyclopedia**

How to make ALL YOUR Marketing

**21 Times**

More Successful... Guaranteed

# FREE or \$10,000? You Choose!

## Announcing:

A four-volume, desktop, **6791** page, business building strategic marketing reference set that's full of nearly **2,000** real world examples, proven ideas and highly specific ways to individually apply *my very best-performing marketing concepts and techniques* ---

## To YOUR EXACT Business Situation!

Dear High Achieving and Growth Oriented Business Marketer,

**It** took literally **\$80,000,000** of my seminars... **\$500,000,000** of consulting advice... **\$12,000,000** of research... **10,000** hours of combined time... **40,000** pages of private transcriptions to cull out only the **GREAT STUFF** into one amazingly useful strategic marketing application tool you can turn to for any (and every) marketing challenge you face.

Got a question?

Look it up in this expansive, all-encompassing, **6791** page reference set by three different indexed crosschecks. You'll get clear, complete example-filled marketing answers you can use instantly. You'll get more **examples, illustrations, directions and detailed steps to take** --- *than even a private consultation with me would probably produce* --- since this reference set

compresses, combines and integrates my best ideas, advice and recommendations from over 10,000 actual business interactions.

*Whenever you need highly detailed, infallibly effective, result-certain step-by-step answers, solutions, strategies or tactical implementation plans --- just turn to this almost "omnipotent" strategic marketing resource.*

## **YOUR ANSWER IS GUARANTEED TO BE THERE!**

### **Got a problem?**

Turn to the 161-paged three-way cross-referenced master marketing index --- and you'll find the complete solution and probably three to thirty-three additional spins on it to provide the detailed nuances you've probably overlooked on your own.

Struggling with a business challenge that my marketing concepts should be able to solve? No problem. Find the "topic indexed" or "industry indexed" or "application/scenario indexed," situation in the "fast" reference section and get an instant, thorough and totally illustrated (in most cases, complete with multiple examples to model) explanation of:

- **What to do**
- **How to do it**
- **Why, when to do it - for MAXIMUM marketing success and impact**
- **How to do it with MINIMUM effort, risk or expense**

As good as my best selling reference work, **Moneymaking Secrets of a Marketing Genius** (aka "Mr. X") is (over 40,000 copies have already been sold at nearly \$400 apiece) and that's for approximately four hundred pages of great theoretical marketing insight (with no reference example to model)... the ALL-NEW, amazingly complete, 6791 page four-volume, twenty-five-pound **ABRAHAM STRATEGIC MARKETING ENCYCLOPEDIA** is easily one thousand times better! Not a thousand percent. But one thousand TIMES better.

This confidential body of work encompasses virtually every important, enduring and universal or industry/application - specific --- or business marketing situation/scenario you could (or will) ever find yourself and your business facing. And it provides invaluable, amazingly specific, guaranteed applicable --- and most importantly... **TOTALLY ACTIONABLE** advice and recommendations you can immediately apply.

**It's actually more powerful than a private \$5,000-an-hour consultation ---**

Because in them I have to depend upon accessing my memory banks, limited time availability, limited facts you share in the time we have together --- and my mental state. But the Abraham Strategic Marketing Encyclopedia instantly lets you access twenty-five extraordinarily rich years of my life and eight billion dollars worth of real world, highly successful business experiences.

It presents me and my concepts at absolute "concert pitch" perfection, so it's easy to directly apply.

It lets you *instantaneously* examine the best-reasoned thinking I've come up with on the marketing subject --- out of ten thousand different performance factors I've examined. It allows you to thoroughly learn the most successful recommendations, strategies and tactics and specific instructions and dictations I've come up with for past clients --- **people who've paid me \$40,000 a day, \$25,000 a seminar, \$2 million in profit sharing fees**, etc. --- and allows me to be effectively "spot on" for you anytime you need "my" help.

It allows you to look at your marketing issue, problem, challenge or opportunity from at least *three different perspectives*, paradigms and vantage points --- industry-wise, application-wise, problem-wise, challenge-wise.

It, literally, gives you the step-by-step marketing tools, templates, examples, reference scenarios, text, scripts, copy and nuances to enable you to navigate, circumvent and "leap frog" over any marketing, competitive edge or business building issue you come up against.

**It will help you produce results faster, easier and safer, too... it's more powerful than any business building product, program, tool, software or even 95% of the marketing consultants or marketing training methods out there.... GUARANTEED!**

Again, I personally guarantee that this 6791-page, four-volume, triple indexed strategic marketing encyclopedia will totally transform **YOUR** marketing ability --- **BIG TIME.**

**It's better than anything out there ---  
including anything of mine!**

A bold statement perhaps; but a true statement, nevertheless. **It took a brilliant research team of mine well over three million dollars worth of research, nine years of effort, expenditure and testing, comparing, examining, researching the results of nearly eight billion dollars worth of marketing campaigns, consultations, and advice; plus analyzing fifty six different three to five-day seminars I conducted around the world** to "finally" put *everything* I have done up to now to shame.

But we did it! And the information I have to offer in my amazing new Abraham four-volume Strategic Marketing Encyclopedia... is **SIMPLY PRICELESS!**

**Judge for yourself.**

Carl Turner, Earl Strumpell, Karen Anderson, Suzanne Nash, Kathy Pappo, Rick Duris, Terry Fredrickson, Ron Winn, Mike Mosley, Michelle Abraham, Stuart Burkow, Sissi Haner, Annie Labansat --- all collaborated as co-researchers, architects and editors to condense, explain and

illustrate how universally applicable and uniquely actionable (meaning works best for/and in a specific business and industry application situation) methods and concepts --- better than anyone else ever has, would, and I think, ever will.

## **This Is My Marketing Legacy!**

Twenty-five pounds of moneymaking, sales and marketing wizardry organized, indexed and presented in four easy-to-access volumes.

The first time I got a preview of my teams' massive 6791-page, four-volume, nearly twenty-five pound **Abraham Strategic Marketing Encyclopedia** I was speechlessly delighted. They modeled my techniques and philosophies --- and refined them to make my concepts much better, *much more usable, actionable, easier to apply for small-to-medium-sized business owners* like you who needed specific answers and ideas they could run with fast.

They took the actual ads I dictated, sales letters I came up with, sales scripts I devised in over 500 private consultations I'd recorded. They then interviewed me for hundreds and hundreds of hours more to get all the context and dimensions that they felt missing in any area as they were researching or editing.

### **Their Nine Man-Year Research Experiment... Blew my Mind And Will Rock Your Business World, Too!**

Earl Strumpell and his team studied, analyzed and examined my philosophies and methodology on over 8,000 prime marketing factors and specific situational scenarios over the last nine-year period. They tested, modified and reworked my techniques until they had them down to a teaching science.

Not only could they each explain to me with clarity and simplicity --- better and clearer in many cases than "Mr. X" did in *Money-making Secrets* --- but they took "Jay Abraham" a massive step further.

You see Earl actually created **an extensive syntax, usability template called "Marketing Made Easy" that takes nearly 11,000 of my principles and methods and walks you through countless specific ways to apply these principles to your individual business situations.** He used real world client and seminar attendee case study examples, consultation transcripts, actual copy and sales scripts and recommendations I made in \$5,000-an-hour consultations to illustrate and demonstrate the power of each given concept we present to you in the encyclopedia.

He produced amazing documentation for you to use, the results of Earl examining and excerpting portions of fifty-six different \$5,000 to \$25,000 actual training programs, five hundred actual fee-based consultations I'd performed, and forty thousand pages of text my private body of work contained...

Doing the exact opposite of me...

But I predominantly concentrated most of my efforts on taking a principle and explaining its basis --- not its application! Earl and his team did the exact opposite. They elegantly explained my concepts in charmingly simple illustrative language (what I call "applicationese" --- which

is easy to understand and extremely simple to specifically apply).

Then they built on their explanations by illustrating, analyzing and demonstrating specific applications of concept and principle coming together in very tangible ways anyone like you can easily see exactly how to use... from not one or two, but three separate reference vantage points.

## The result of **9,000** hours of time and dedication!

Earl and his team have dedicated something like 9,000 hours of their time in their research efforts to master their understanding of my principles. In the process they studied *every one* of my business mindsets and seminal thoughts on advertising, marketing, sales, positioning, preemptive marketing, preeminent thinking and a host of other relevant issues I've never incorporated into one massive organized reference document before.

The process clarified my best marketing concepts completely. They looked at my clearest thoughts on the psychology of persuasion, management, motivation, selling and probability --- including interpretative takes on a lot of the successful work I've done for private clients.

In essence, they asked themselves what would Jay do, recommend and actually use as reference examples if you had him across from you each time you had a marketing problem to solve.

I've never taken that powerful and unique of a tack before.

A set of these four volumes is a "tour-de-force" in application-based business building. You literally put the volume down and know exactly what to do... how to do it... and why it will work in your enterprise!

## This is the most powerful interpretation of MY work that has ever been done.

You have to experience this four-volume reference set privately to even fathom the quality of strategic marketing solutions my research team has assembled.

Earl took the last ten months and created a massive and amazing compendium of every meaningful insight... idea... illustration... example... application... case study... concept... method... technique... action plan... tactic... answer... solution... script... ad copy... sales letter... sales presentation text... and proprietary strategy he uncovered in all twenty-five years of the body of my marketing work that I've collected and stored in four warehouses around the country.

And he combined them together into the four-volume fully referenced, masterfully organized, Abraham Strategic Marketing Encyclopedia.

Earl organized the encyclopedia as the ultimate desktop reference source that entrepreneurial marketingdom has ever seen.

It's the first three-way "cross-referenced" users' guide to Jay Abraham's concepts, techniques and strategies... organized from every vantage point you would experience.

It contains a module on how to use your encyclopedia and it explains the concept behind the encyclopedia, the index, the quick reference index, and the content of the four-volumes itself and it also explains all the theory behind each element. (That means the general universal principle or driving factor that make this concept work.) It takes you into the risk reward quotient of every option, alternative or choice you have for addressing a given situation, so you can prioritize and market not only strategically but optimally, pragmatically and perfectly at all times.

## 6791 "no-nonsense" Pages of My Proprietary Marketing Wisdom.

Instant answers --- **there are 6791 tightly edited, "no nonsense," bottom-line pages of strategies, tactics, problems, solutions, issues and answers.** There will be a sub index that's twenty *meaty* pages long. And a primary index that's expected to be a mind boggling 161 pages. There's also a quick reference section for solutions when every minute counts and the clock is ticking.

The encyclopedia has been created and organized so that *whenever you have a critical marketing question, issue, problem or opportunity* --- **you can come up with a precise and appropriate specific answer, easily and instantly.** And then you can find plenty of "real life" examples and case study illustrations to model or build your own approach from.

Get deep and specific solutions and strategies.

More importantly, you can go as deep and specific as you want or need on any given subject or issue. Remember, the encyclopedia is cross-referenced in three separate ways marketing concept, industry and the type of implementation tool – letter, ad, e-mail, newsletter, telephone, scripts, sales script, etc. For example, there are separate and "comprehensive" sections on:

Adding value, advertising agencies, direct response advertising, headlines, tools, techniques, audio and video, book references and articles, brochures, catalogs, booklets, business climate or culture, call to action, checklists, advisory boards, customer acquisition methods, closed door events, computers, consumer behavior, copy writing, Internet, e-mail, cost analysis, creating e-mail, credit control, customer research, customer service,

strategic alliances, the strategy of preeminence, developing a business and marketing tactical game plan.

Plus there are comprehensive additional sections on:

- ✓ Differentiation
- ✓ Direct mail
- ✓ Discounting
- ✓ Educating your customers/employees,
- ✓ Employing events,
- ✓ Follow up
- ✓ Generating leads
- ✓ Goal setting
- ✓ Guarantees
- ✓ High tech/high touch
- ✓ Host beneficiary
- ✓ Your image and positioning
- ✓ Brand
- ✓ Brand development
- ✓ Brand management
- ✓ Brand domination
- ✓ Leverage and multiplier effect
- ✓ Lifetime value of a customer
- ✓ Merchandising
- ✓ Three ways to grow a business
- ✓ Miscellaneous
- ✓ Mission statements
- ✓ Negotiating
- ✓ Newsletters
- ✓ Nurturing
- ✓ Special event
- ✓ Offers
- ✓ Packaging
- ✓ Perceived value
- ✓ Pricing
- ✓ Profiling customers
- ✓ Promotions
- ✓ Psychology as a second interest
- ✓ Public relations
- ✓ Quotes
- ✓ Proposals
- ✓ Referrals
- ✓ Research and development
- ✓ Selling techniques, service industries
- ✓ Store traffic systems
- ✓ Copywriting
- ✓ Talking in the customers language
- ✓ Targeting your marketing
- ✓ Team commitment
- ✓ Telemarketing
- ✓ Testing
- ✓ Thank yous
- ✓ Unique selling proposition



✓ **Vision**

✓ **Yellow Page advertising...**

✓ **Working the back end**

And that's just the sub index!

## A Mind-Boggling 161-Page Main Index.

The main index is 161 pages long. It identifies each topic and provides a quick selling explanation of exactly what action and content it covers. Then there's a quick reference section that gives you an instant access for everything from affiliations and affinities to zero risk marketing.

### Precise and immediate ways to apply my methods to your exact marketing requirements.

**This is really incredible stuff.** I mean, who else do YOU know that has dedicated twenty-five years, over nine thousand hours of research, 6791 pages and extensive contextual detail to teach you precise and immediate ways to FINALLY directly apply and utilize my best performing marketing methods to your specific and unique business or professional situation?

No one else in the world, including me, has come close to this. Mr. "X," (Moneymaking Secrets) probably came closest, but it "pales" by comparison to the usefulness and impact of the **Abraham Strategic Marketing Encyclopedia**. (It's 400 pages that I had absolutely no input on vs. 6791 pages I lovingly oversaw for the last twelve months.)

*So back to my story --- Earl spent ten full months organizing, referencing, indexing, annotating and correlating every element, every page, every section, paragraph, sentence, example, script, piece of ad or sales copy and procedure he edited and compiled to make this reference work GREAT.*

Over twenty-five years of investment into one tightly organized four-volume desktop, "super" marketing reference work of unparalleled importance.

And I'm going to offer it to you on a provocative --- bold and audacious --- two-way pricing proposition.

Why? Because in the right hands it will provide an almost unfair marketing advantage and I prefer keeping this proposition "all-in-the-family," so to speak.

So in a few paragraphs, I'm going to challenge you to **the deal of the decade...** the offer of a lifetime... the marketing proposition of your business career.

**But first, I'm going to tell you nothing like this has, is and will probably ever be offered anywhere** in the marketing universe, by anyone at any price... *including me.*

Yet, I want you to at least try out this 6791-page, four-volume, twenty-five-pound, 2000 strategy/solution/tactic encyclopedia for yourself --- SOLELY AT MY RISK.

## **So, I'm offering you an interesting proposition. How much?**

### **YOU CHOOSE:**

It's either \$10,000... or it's absolutely FREE!

Which price do YOU want to pay?

I want everybody on my e-mail list to have the chance to at least try out this extraordinary four-volume, reference encyclopedia for yourself.

Why? Because it contains the essential fundamentals I've used, literally, to help 11,000 business owners knock their marketing balls out of the park.

It will develop YOUR ability to understand, interpret, expand upon my methods at levels of success and impact you've never been able to master — before.

**Pay \$10,000 or pay ZERO. Which will it be?**

## **Here's the deal I'm offering:**

We originally created the Abraham Strategic Marketing Encyclopedia to be my enduring legacy. It was (and still IS) designed and intended to be the most comprehensive, the most "profit predictable" reference set on the market.

It's designed to be a marketing application reference resource tool that any entrepreneur, any small-to-medium-sized business owner, start up, business professional or P&L-oriented manager can use to, literally, take any marketing situation, problem, challenge... and masterfully solve it ---with the most specific brilliant marketing approach available.

It WILL be sold in the outside market when it is complete and version 2.0 is finalized for \$10,000. I predict we WILL sell ten thousand or more sets every year. Why wouldn't we? We'll be offering it on our typical unbelievable money-back basis.

We're offering it on a guarantee that any business that pays \$10,000 for a set and uses it properly will make AT LEAST \$100,000 (and probably more like \$1,000,000) the first twelve months they put it on their desk and use it for all their marketing-based business challenges.

**But we are eager to get the version 1.0, (the first version), into as many marketing-minded business owner's and entrepreneur's hands *as we possibly can*.**

It's to our long-term advantage to get the most motivated and favorably predisposed marketers to start using this encyclopedia, documenting, tracking, measuring and reporting their massive

success stories to us right away --- so that we can use their wonderful results and testimonials in our ultimate external marketing program to sell the \$10,000 version.

Also, the faster we get the 1.0 out there, the sooner we'll be able to sell people in one year the upgrades... Since I AM continuously evolving, improving, refining, doing hundreds more consultations a year, conducting two to five breakthrough seminars every year (*all of which will be distilled, condensed and integrated and included in semi-annual and annual upgrade versions we offer to regular strategic marketing encyclopedia owners.*)

So, truthfully, **I am highly motivated** to get you using this four-volume reference set immediately. More so, frankly, than I am getting your \$10,000. Although your money would certainly spend well, the prospects of getting 2,000 of my "top buyers" (all certainly highly marketing motivated) to use and apply the 2000-plus strategic marketing solutions and tactical approaches in this 6791-page collection, promises me billions of dollars of fresh, new documented successes in the first full year alone.

## This encyclopedia is a multi-million dollar long-term project for me.

So I have decided to allow YOU to have a complete, four-volume set of version 1.0 of the Abraham Strategic Marketing Encyclopedia --- ABSOLUTELY FREE --- if you'll agree, (as part of a three-month trial proposition we're offering on our Marketing Strategy Super Summit home study) to use my strategic marketing strategy setting home study set on your tactically-based business for the ninety days completely at my risk.

In case you don't recall, on April 28-May 2 I'm doing a virtually "sold-out," **\$25,000** five-day, eighty-six hour, fifty-person live event where all I'm going to do (for five solid days in a row) is restructure, reset, reengineer, reformulate, totally makeover each company's entire master marketing strategy --- *and then teach each participant how to do it in the future for themselves.* **I'm going to formulate their game plans, their action steps, their tactical approaches and their execution elements and the implementation plan necessary for it to be a massive success above and beyond the levels they're currently doing.**

(That program is sold out for all practical purposes --- and you couldn't probably get in, even if you waved a cashier's check for \$25,000 in Carl Turner's face --- unless someone cancels at the last minute.)

But I have authorized Carl to allow only 2,000 people from my top e-mail list (that you're on) to try out the complete home study version of the \$25,000 live event for three solid months totally at my risk... on a "first-come-first-serve" basis.

**TO MAKE IT EVEN MORE IRRESISTIBLE**, all I'm asking you to give us -- now --- is a good faith deposit of ONLY \$500. That's less than 2% of the fee that full price attendees pay for the live event. Then you'll have thirty days to listen to the program ---before you'll owe us another penny. If you like what you hear, but you're not sure, we want you to take two full months more before you decide to keep it --- and only pay us comparatively small monthly installments in between.

If you decide to keep it and apply its incredible strategic marketing ideas to your tactically focused business, I'll gladly let you pay me the bulk of the cost of the home study set over ten modestly priced payments. That means, essentially, if you keep it the program essentially pays for itself at least ten times over at least every month you use it.

More important still, full pay attendees are ponying up \$25,000 a head to get in. All I want you to pay me, if you decide to keep it, is only one-fifth the price they will.

But, again, it won't cost you a dime if it doesn't pay off. And if it does what I say it will, every month you pay us you'll be paying a small portion of the dramatic profit increases, the strategic marketing you create delivers.

## **So your choice here is simple.**

Wait until the encyclopedia is formally offered in the open market for \$10,000 and buy one (it'll be version 2.0 instead of version 1.0)... **OR** get a \$10,000 Abraham Strategic Marketing Encyclopedia, four-volume, 6791-paged twenty-five pounds of no nonsense techniques, applications, strategies and concepts organized, cross-referenced three different ways --- **ABSOLUTELY FREE**, as my \$10,000 "motivating gift," to get you to try out the home study version of my **Strategy Setting Super Summit** for three full months --- on my dime, not yours.

## **I'm the one at risk, not you.**

I'm the one who'll take the big loss if it doesn't deliver the promises I make. What are those promises? **Call Carl Turner at 1-888-818-8878 (USA) or 1-310-944-9106 or e-mail him at [cturner@covad.net](mailto:cturner@covad.net)** and he will send you a thirty-two page overview that makes the case for coming (or in this case trying out the home study for three months at our risk), tells you about the new research and findings I've made, explains to you why I am so fanatically obsessed with turning you into a major strategic marketing powerhouse in your marketplace --- and lays the entire offer out for you including a wonderful overview of the Abraham Strategic Marketing Encyclopedia itself.

## **LET ME MAKE MY POINT IN A DIFFERENT WAY:**

My body of work has become the catalyst for this reference resource, which I believe will revolutionize the way you solve marketing problems daily in your business. It will generate for you sales and profit increases you would never otherwise have had. This is a breakthrough permanent reference resource and I want to extend this special offer to you to own this four-volume set **ABSOLUTELY FREE**.

Now, whenever you have an important sales letter, ad, promotion, strategy or proposal to develop or make, you'll have quick and easy access to a treasury of the most profitable and proven examples and recommended actions available. And because you have them literally at your fingertips you'll consistently succeed in turning these ideas into dollars day after day.

The insight on cross-referencing was, for me, a **"BFO"!**... a **Blinding Flash of the Obvious**. All this time I've been maintaining a whole archive of priceless information, *There are fifty-six audiotape masters of my best, most impactful three-to-five day seminars and training programs. I have a veritable library of forty thousand pages of proprietary written material I've created.*

**We have private recordings of thousands of one-on-one consultations. I've managed to record hot seats, lightning round sessions, Domination Workshop tapes. Hands-on ad clinic tapes. Joint venture seminars... I've done with people like Chet Holmes, Mac Ross, Mike Basch, Fran Tarkenton, Tony Robbins, Brian Tracy, Mark Victor Hansen,. You name the marketing, we've tackled it in one of these arenas. And this archive is priceless information and I've kept it locked away making it nearly impossible for you to use.**

So we compiled (and meticulously cross referenced) my entire body of work, over twenty-five years of seminars, reports, print material, tape sets ---- containing some of the most powerful business strategies I've ever conceived. They are all in there.

**IT'S THE GREATEST COMPENDIUM OF HANDS-ON  
BREAKTHROUGH MARKETING IDEAS AND CONCEPTS  
IMAGINABLE... SO THE 6791 PAGES OF TIMELESS AND PRICELESS  
REFERENCE MATERIAL IS SOMETHING IMPORTANT I THINK  
YOU SHOULD HAVE, OWN AND USE EVERY DAY.**

Some 6791 pages, cross-indexed ---- so you can look at your business from about every conceivable industry perspective and marketing application... *breakthrough marketing strategies*, all fully explained and case study illustrated... concepts of lifetime customer/client value, risk reversal, *strategic alliances and host beneficiary relationship marketing*... concepts that can literally double your market. **And that's only the beginning of what this four-volume reference set contains.**

And not just one reference to a topic... but dozens of them on nearly every subject covered, including:

- **Scores of "real life" examples of how to make sales soar in the face of shrinking markets and... how to apply them to your business**
- Stacks of detailed case studies for you to "borrow" from, on how small business people overcame incredible odds (with often simple Abraham-created marketing-based solutions I gave them)
- **Sample actual letters I dictated that pulled maybe five and ten times the "average"... with exact wording, actual layouts and explanations of why, how, and where.**
- An invaluable collection of which ad pulled best and why. Plus plenty of reference "templates" for building powerful advertising themes, sales letters, sales scripts and more.
- **A vast treasury of secrets on how to write copy that draws the reader right through to the last line to the action.**
- Dozens of ideas on laying out ads, brochures, and proposals.
- **Customer reactivation programs and nurturing "follow up" letters... what to write, why to write it and when to use it for maximum impact.**

- "Shoestring" budget promotions for one to three person businesses that have had extraordinary impact and profit generating success.
- **Telemarketing techniques and actual telemarketing scripts and how they can grow your profits five-fold or more...**
- Scores of "how-tos" for promoting a professional practice, a manufacturing business, a wholesale business, a retail business, a brokerage, a consultancy, and on and on and on...
- **Pages and pages of hard won advice and recommended actions on how to create successful direct mail.**
- What works/what doesn't.
- **How to find great performing mailing lists, which ones to avoid, what offers to make, what things to test, what traps to stay clear of.**
- Discovering your "U.S.P."... Your **Unique Selling Proposition**, a veritable host of powerful ways to find this very keystone to differentiating your business and soaring above your competition.
- **Image issues... What should your business look like, feel like? What colors should you choose? What position should you choose, brand-wise.**
- Absolutely proven strategies to sell at a higher price, at a higher perceived value... and why you'll often actually sell more products, service when you do.
- **Vital tips to make your Yellow Page ads more effective and get your phone to ring off the hook.**
- How to package the expertise and knowledge that you now just give away.
- **A wealth of step-by-step guidelines on ways to select and motivate key people who are winners for you and your business.**
- Ways to reformat bids and proposals so you win business --- WITHOUT SACRIFICING MARGINS...
- **How to "effectively" capture and secure customers' business --- months before they actually make the final formal decision to buy... someone is going to get the business... make certain it's you!...**
- Hundreds of inspired (and result proven) ideas to lift performance standards and achieve service excellence...
- **Brilliantly simple things you can do in your business that have an extraordinarily big impact on your team and your clients and your bottom line...**

- Step-by-step techniques for developing referral programs galore that bring new business to you consistently and profitability and perpetually...

## And that's just for starters!

*The wealth of information in these four-volumes is staggering.* And it may well have remained buried. Just too much voluminous moneymaking information for anyone to use. Where would you start? How would you organize it all? But I put five different researchers on the project and they quickly figured out the key.

## Cross-Referenced Three Separate Ways

THAT'S where the "BFO," the Blinding Flash of the Obvious of cross-referencing them came in. We're currently cross-referencing them.

- 1.) By marketing concept...
- 2.) AND by industry
- 3.) AND by type of implementation tool to implement your problem solution

This encyclopedia of strategy is a marketer's "desk top" **dream come true**. The *ultimate book* of knowledge — some \$80,000,000 worth of seminars, reports, transcripts and private consultations, distilled down to their key execution-oriented elements, all available 24/7 at your fingertips. Some 9,000 hours of researching, writing and edited — put into an enormously valuable incomparable format. Picture THIS Scenario

Picture a situation, which you've probably faced a hundred times before in your business career...

You are sitting at your desk faced with a big marketing problem. It doesn't matter WHAT it is. But, for example, let's take the challenge of creating a sales-boosting strategy for your business... say cash flow is down.

Let's just say you want to add 50 new buyers... (or 5,000 buyers for that matter) to your client base. Quickly. Instead of breaking out in a sweat of confusion, now, you simply turn to a special giant "Compendium" at your fingertips, flip to the index and look up... "Client/Customer Acquisition."

**Under that heading may be listed fifteen or twenty very specific recommendations you can immediately apply and access. Recommendations not simply talking abstractly talking ABOUT Client / Customer Acquisition... but turnkey-directives that are absolutely precise and specific. With specific strategies you can apply immediately.**

There are sections that give you actual reproductions of lead generating letters. Another section that gives you specific concept applications like "store traffic generators" or "lead generation" campaigns. One to help you do the numbers on how much it costs to acquire your new customers

using various strategies so you'll finally understand marginal net worth, lifetime value.

Others to give you the strategies to implement with your team to maximize the business you create from those new leads. And so on...

## Templates of Proven Moneymaking Ideas

Sound valuable? It's incredibly so... "templates of ideas, strategies that have worked marketing wonders, complete with examples for any situation or scenario."

Well, I believe so passionately in the value of this **Marketing Strategic Encyclopedia** for your business... so much so, I've taken the plunge and am offering you the **complete version 1.0**, four-volume **6791**-paged edition of the **Abraham Strategic Marketing Encyclopedia ABSOLUTELY FREE**, when you "try out" the home study version of my breakthrough marketing Strategy Setting SuperSummit strategy makeover program --- **RISK FREE** --- for three months. The encyclopedia is my totally indexed and cross-reference master file of every major successful concept I've come up with from the beginning... to the present.

**Can you see the value of something like this in your business every day?  
I hope so. Because I want you to get a copy FREE --- and not have to  
pay \$10,000 for it.**

As you can appreciate, compiling and cataloging this **GRAND encyclopedia** is a *mammoth task*. It won't be officially ready until the week of the live \$25,000 **Strategy Setting Super Summit**. By reserving your set now... I'll guarantee you receive a first edition, four-volume set of the Strategic Marketing Encyclopedia --- **FREE**. Plus, I'll make it available to you in a special pre-release binding. Why? Because I need you using it and the home study set to explode your strategic marketing.

**Reserve your set --- before all 2000 are spoken for. I WILL need your confirmation NO LATER THAN FRIDAY, April 25 for you to enjoy the privilege of receiving this \$10,000 value ABSOLUTELY FREE!**

Thank you. I'll wait to hear from you...

Warmly,



Jay L. Abraham

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Here's an example of just a few of the "summaries" that we are putting in the Subject Index to help you decide on the relevance of each category. (Note: The encyclopedia is in its final revision and these specific summaries may change along with their specific location.)

**[Page 231 Vol. 3]** The 3-letter word that increases your business nurturing your customers through asking for business

**[Page 102 Vol. 2]** Big profit generating ideas from a small retailer Fashion retail store client information gathering idea – Clothing retail; client information system; positive thinking

**[Page 318 Vol. 3]** Four little words... the key to a gold mine Writing to your customers; nurturing clients through the mail; examples of some clients who have profitably put some basic direct mail ideas to work.

**[Page 182 Vol. 4]** Newsletters... There is a major heading describing relevant issues. The section on direct mail is enormous – over 133 entries in all, Broken down into 12 subheading to help you sort through this incredible amount of valuable information.

**[Page 341 Vol. 4]** Telephone skills... There are 14 entries summarized so you can easily decide if they're relevant to your information search.

**[Page 201 Vol. 3]** Checklists... One of the many you'll find ask questions like: Have you planned out (and costed out) your acquisition strategies?

Here you have at your fingertips sections such as direct response, advertising, direct mail, promotions & selling and generating leads. Better still, you can go straight to the "client/customer acquisition" section and look through the 31 key applications listed there.

To give you a feel for that, here are some summaries of those...

**[Page 341 Vol. 4]** The classic "hot potato"... and how you can use it... Classic attention-getting and response-getting direct mail concept; How you can apply the concept to your business.

**[Page 383 Vol. 4]** The "phantom brochure" that sells!... Case study where an accidentally omitted brochure actually boosted sales from a direct mail campaign.

**[Page 600 Vol. 4]** Marketing magnets that sell...

**[Page 203 Vol. 3]** It's worthwhile giving to get... Back ending and marginal net worth; back end promotions

[Page 261 Vol. 2] Getting personal brings a warm response... "High-touch" vs. "High-tech." Sending pre-print ad releases to prospects, pseudo editorial cutouts, post-it notes concepts, ads on envelopes idea, etc.

(You'll see from these examples that companies, industries, people and "concepts" are all listed. To find such specific references, you can go straight to the Quick Reference Index I mentioned before.)

**And so --- on it goes... referral systems... host/beneficiary relationships... selling systems, pricing... educating customers... offers... "soft dollar"... perceived value... guarantees... team management... mission statements... literally hundred of clearly spelled out ways to answer any question you might have.**

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